

BOSTON CELTICS PRIDE

Volume 2, Issue 11
March 30, 1987

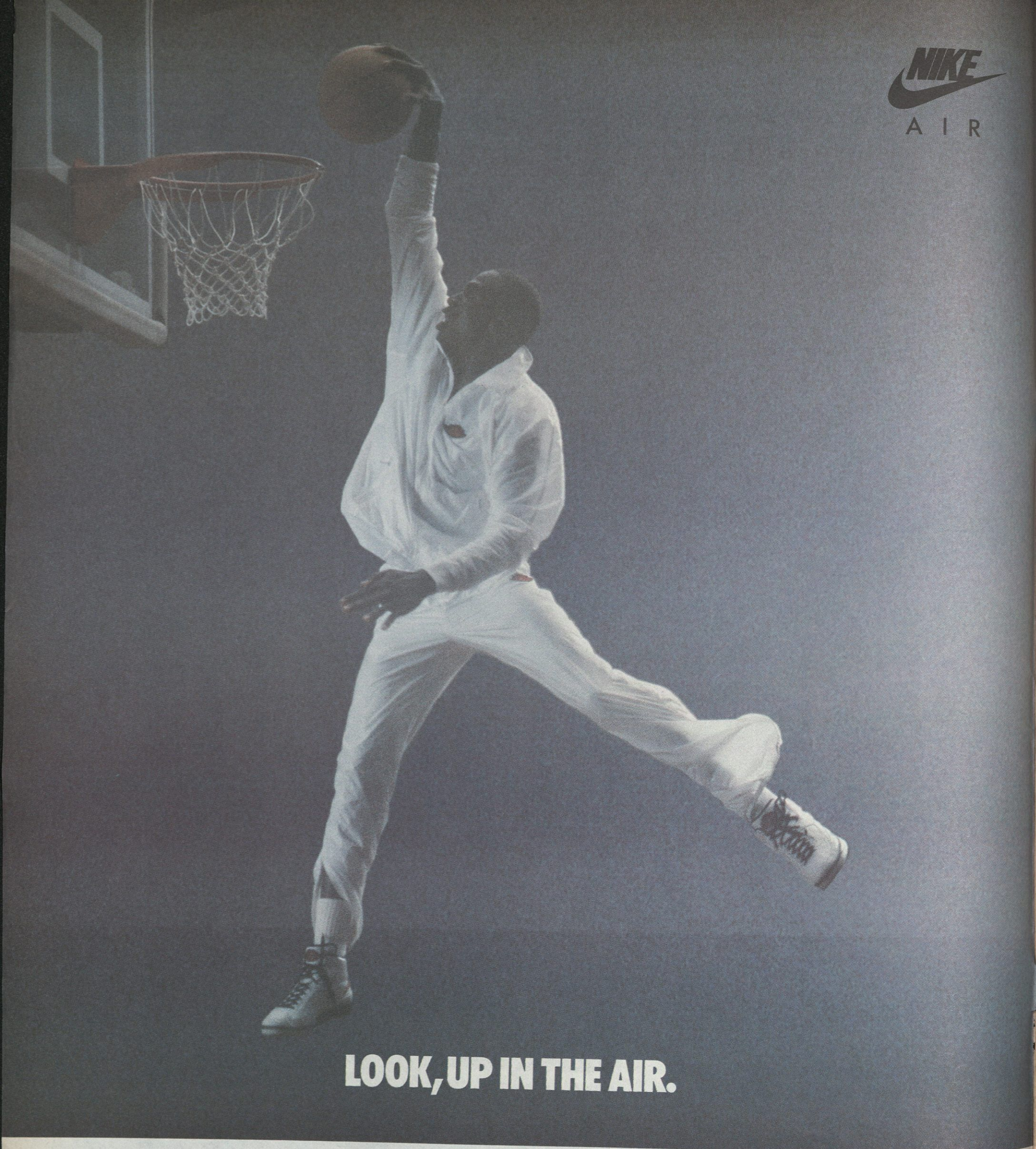


\$2.00

Red Auerbach

A Living Legend

BULK RATE
U.S. POSTAGE PAID
PERMIT NO. 52353
BOSTON, MA.



NIKE
AIR

LOOK, UP IN THE AIR.



The new Air Jordan shoe. Available at **MICKY FINN** 39 Temple Place, Boston.

BOSTON CELTICS PRIDE

Red Auerbach: From The Heart

The Red Auerbach Weekend was staged by the Celtics in January 1985 for the benefit of the Red Auerbach Foundation, a foundation constructed to hold basketball leagues and other athletic events in Boston.

The event brought back teams from the Celtics' four decades of excellence and gifts were given to Auerbach from all these teams, directed to the newly established venture in Auerbach's name. Following is Red's speech at the Garden before his teams and before a sellout crowd at the Garden.

The scene was this: the men from the teams were grouped together on the Garden floor. The stage was set up at halfcourt and Red addressed the crowd after being introduced by Johnny Most. Notice the differentiations he makes among the teams. The sensitivity when he introduces his teams. His graciousness. (Notes included for clarity.)

The Speech

Thank you! very much. There's a lot of people I'm most thankful for . . . and I wouldn't be standing here tonight if it weren't for those guys out there (points to the assembled teams). These are the guys that did it.

I sat on the bench and said: Cooz, get the ball down court . . . Russ, get the rebound. Tommy?! I didn't have to tell Tommy anything. Frank Ramsey, the first 6th man, Havlicek, Silas, 6th Men, right on down the line (I hope I didn't miss anybody) . . . Jo Jo, Ed Macauley the first center we had here. All the guys. All so great and special to me.

They're the ones who put the flags up there. A little situation like this and people ask me about a "swan song." (Auerbach had recently retired, leaving GM responsibilities to Jan Volk).

Hell—I'm not going anywhere! I've made some mistakes—but due to the persuasion of my daughters and my wife. And you fans—

One mistake I did not make was to leave in 1978. (No) I decided to stay here. With all the 6th men in basketball—McHale—I always say it's not the five who start, it's the five that finish.

The best 6th Men are you fans. That's where it's at!

This all started with the endowment fund so we can give something back. So the kids of Boston can have summer programs, basketball, swimming, track. And when a man like Mal Sherman can make a presentation like he did for the fund (a check for \$500,000), that makes you feel very good and very humble. I'm most appreciative.

I want to thank Will McDonough, Tod Rosensweig, Steve Riley, all who have a large part in originating the program and seeing the "Night" through. Jan Volk, the new General Manager, doing a great job; and of course we couldn't do anything without the new owners: Paul Dupee, Don Gaston, and Alan Cohen. They're super and they have taken care of everybody.

But in a serious vein—these flags. From the heart, in all sincerity, I can't say one (championship) flag and think "That's special." They all meant so much.

And that guy giggling over there. He was in there on the most (Red points to the floor at Bill Russell)—will you please raise your hand sir? (Russell had at one time refused to have his number retired in an official ceremony at the Garden; Auerbach was trying to have this be an acknowledgement of Russell by the fans).

And there's another guy; I can't give up this mike without singling out a few guys—I can't do this with everybody—BOB COUSY!

Most of you guys and fans know what that—that kid—that John Havlicek. What he's been. Next to him Tommy Heinsohn. Unbelievable. I'm not gonna take. I'm not gonna say, 'Well there's the Jones Boys.' That's a lot of bunk.

SAM JONES! SAM JONES! And now one of my all time favorites, a great coach and he's gonna be greater. K.C. JONES!!

The first and greatest 6th Man, Hall of Famer, a lot of them are: Frank Ramsey! Gene Conley . . . Jo Jo . . . Hey I love ya! You're the guys that did it. You're the guys that did it (Auerbach points to his heart). I'm glad to be here working with the ball club for many more years. Thank you for coming.

VOLUME 2, ISSUE 11
MARCH 30, 1987

Cover . . .

Red Auerbach has embodied the Celtics spirit over the last four decades. He's pictured here in front of his "wall of fame." Cover photography by Steve Lipofsky.

Features . . .

4 The History of Genius

Red's greatest deals and acquisitions are listed in an article that describes the brilliance of a man who built more dynasties than anyone in the history of professional sports.

8 Red Auerbach: A Living Legend

Writer Bob Schron chronicles the life and career of a man who has changed the nature of sports in America . . . from coaching innovations to his uncanny ability to blend talent and personality in creating the most successful sports franchise in history.

15 High School Highlights

A canvas of current Celtics reveals much of the trials and tribulations experienced by them in their prep years. These "formative" years have many repercussions upon their current careers.

Kodak Poster Series Begins This Issue!

The Kodak/Celtics Pride pull-out poster series begins with this issue. We at Celtics Pride and all the good people at Kodak hope you enjoy this special feature. Poster photography by Steve Lipofsky.

BOSTON CELTICS PRIDE

A WESTON COMMUNICATIONS PUBLICATION

Executive Editor:

Tod Rosensweig

Managing Editor:

Porter C. McKinnon

Associate Editor:

Robert Schron

Associate Editor:

Tony Cooper

Associate Editor:

Daniel Borgman

Advertising Director:

Mark Lev

(617) 523-6050

Subscription Inquiries:

Mark Drefs

(203) 966-6092

Staff Photographer:

Steve Lipofsky

Contributing Photographers:

Nat Butler

Chris Lauber

Moir Mills

Contributing Writers:

Red Auerbach

M.L. Carr

Eddie Gillooly

K.C. Jones

Terry Lyons

Glenn Ordway

Production Director:

Mark Drefs

Celtics Pride is published twice per month during the basketball season and monthly in the offseason.

All rights reserved by Weston Communications, 49 Locust Avenue, New Canaan, CT 06840

Postage paid at Manchester, N.H. and additional offices. Subscription rate is \$24.00 for 20 issues. Please write for Foreign Rates.

All rights reserved. Reproduction in whole or part without written permission is prohibited.

©1987 WESTON COMMUNICATIONS, INC.

Typography by New Canaan Graphic Arts

Printed in the USA by The Lighthouse Press in Manchester, N.H.

Departments . . .

- 5 — Ask Red
- 6 — Innerview
- 10 — Celtics Perspective
- 11 — Celtics Diary
- 12 — K.C.'s Corner
- 13 — Supreme Court
- 14 — Eddie Gillooly
- 18 — Celtics Confidential
- 22 — M.L. Carr
- 23 — By the Numbers
- 24 — Game by Game Review
- 28 — Celtics Classics
- 30 — Celtics Greats



The History of Genius

Listing Red Auerbach's best basketball transactions is similar to listing Frank Sinatra's greatest hits. They are both infinite; both are masters, able to create and recreate, with originality but with a personal stamp clearly their own.

Red Auerbach at first did not necessarily want to acquire the rights to Bob Cousy, although he thought Cousy had the potential to be a great player. Cousy's rights were assigned to the Celtics after the old Chicago franchise was dissolved; his name placed in a hat, the Celtics drew Cousy purely in the luck of the draw. So the first of Auerbach's best moves in Boston was being able to recognize Cousy's abilities, refine them, and evoke a fast-breaking team centered around Bob Cousy's incomparable ballhandling skills.

Auerbach's other great transactions:

- Drafting **Frank Ramsey**, **Cliff Hagan**, and **Lou Tsioropolous** as futures from the University of Kentucky, 1953. Because the Kentucky program was on suspension for a year, Auerbach was able to obtain the nucleus of the 1952 NCAA championship team. Ramsey became the best sixth man in the game. Hagan would play a major role in a later trade.
- Drafting **Tommy Heinsohn** as a territorial choice; trading for the rights to **Bill Russell**, 1956. The Celtics drafted Heinsohn out of Holy Cross after the All-American center (He was actually a shooting power forward playing out of position) nearly led the Crusaders to the NCAA title. Russell was acquired from the St. Louis Hawks in exchange for Ed Macauley and the rights to Cliff Hagan. Hagan never played a game for Boston, having entered the service during the Korean conflict. There is always pressure on coaches to play "favorite sons" and this was a pressure Auerbach was aware of and sensitive to. Yet, Heinsohn was selected and he was a star. Russell came highly recommended, by Bill Reinhart, Auerbach's college coach and mentor.

- **K.C. Jones** and **Sam Jones**, 1956. 1957. K.C. was seen by Auerbach when Red was scouting Russell, K.C.'s teammate at the University of San Francisco. Sam came to the Celtics on the reference of Bones McKinney, a former player under Red at Washington and the Celtics.
- **Tom Sanders**, 1960. Sanders' New York University team was defeated by the John Havlicek-Jerry Lucas Ohio State team in 1959, and Sanders was a scorer in school. He wasn't able to produce many points in the NBA, but Auerbach relied on Satch's defensive brilliance.

- **John Havlicek**, 1962. The Celtics, finishing first in the league annually, were relegated to the last choice in the draft each year. This was how Sam Jones was brought on. Havlicek was "the best player available," with a "great player" personality and peerless work ethic.

- Increasing **K.C. Jones'** playing time; trading for **Willie Naulls**; starting the first all black starting lineup, 1964. With Bob Cousy's retirement in 1963, Red gradually increased K.C.'s playing time at the defensive/playmaking guard spot. He traded for Naulls in the Celtic philosophy of bringing veterans to the team as their careers were drawing to a close. In



The move for Bill Russell brought a slew of championships.

Tommy Heinsohn's final season, he was injured, and Auerbach started five blacks for the first time in the league's history.

- Naming **Bill Russell** Player-Coach; acquiring **Bailey Howell** for Mel Counts, 1966. Auerbach had to give up coaching after Walter Brown's death due to increased workload in the front office. Russell, a powerful ego, but whose interest in playing too was waning, was named coach. The team won twice in the ensuing three seasons, the last team to win back-to-back. Howell was the first trade made by Auerbach since the Dynasty Years. His power forward play ideally replaced Heinsohn's.

- Drafting **Jo Jo White**, **Charley Scott**, and **Dave Cowens**, 1969-70. White's stock fell during his senior season at Kansas but he clearly was the outstanding guard on the 1968 Mexico City Olympic Team. Scott was a throwaway ABA pick, drafted on the 7th round in 1970. Although Red knew Cowens was an ideal power forward, Cowens was drafted 4th

chise. The Phoenix Suns signed the high-scoring Scott during a period of raiding between the NBA and the ABA. In compensation, Red obtained Silas, the best rebounding forward in the team's history. Red: "Don't get mad. Get compensation."

- **Don Nelson**, Sixth Man. Red had signed Nelson to a free agent contract in the mid-sixties on the recommendation of Heinsohn, who said the little known Iowa player always gave him a hard time. Nelson became the 6th man when Havlicek became a starter in the seventies champions.

- Acquiring **Kermit Washington** for Charley Scott, 1978. The team had begun declining and nobody would touch Kermit, who had been suspended because of his one-punch KO of Rudy Tomjanovich. Washington, a great rebounder, would be swept up in the franchise shift between Irv Levin of Boston and John Y. Brown of Buffalo.

- Drafting **Larry Bird**; acquiring **Rick Robey** 1978. Bird was selected as a future, 6th in the draft that year. Robey's contract was too hefty for the Pacers that year.

- Hiring **Bill Fitch** as Coach, 1979. Always a man of tradition, Auerbach went outside the "family" and hired Fitch, who was needed to instill discipline on a failing team.

- Retaining **Tiny Archibald**, 1979. "Sometimes, the best trades are the ones you don't make."—Auerbach.

- Acquiring **Chris Ford** for Earl Tatum, 1978. One of the brightest young minds in the game today.

- Acquiring **Robert Parish**, and through the draft, **Kevin McHale** from the Warriors, 1980. It's been the key to the perpetuity of winning.

- Hiring **K.C. Jones** as Coach. Although there were questions at the time, many saw Jones' hiring as the logical move.

- Acquiring **Dennis Johnson** for Robey. With **Danny Ainge** (drafted while Ainge was a baseball player with the Blue Jays on the second round in 1981), Johnson was highly recommended by Russell, who coached him in Seattle in 1976.

- Trading for **Bill Walton** in exchange for **Cedric Maxwell**, 1985. Maxwell was the key in playoff wins in 1981 and 1984. Walton inspired the team's triumph in 1986, with brilliant play and leadership from the vital backup center position.

A New Fan Feature Planned

Thanks For the Memories

What is your fondest memory of an encounter you had with a Celtics player, past or present? Or what is your favorite anecdote about the Celtics that you would like to see in print? Or how about that unforgettable moment in Celtics history that made you proud to be a Celtics fan?

We at Celtics Pride would like to devote a page entitled Thanks for the Memories to take a look at Celtics history from the fan's perspective. Please limit your story to about five hundred words, carefully typewritten and double spaced. A photograph of you with a player, if you have one, may accompany your article. (We will make every effort to return the photograph, but cannot be held responsible for it.) So jog your memories and share your stories with the rest of our readers.

Send your articles to: CELTICS PRIDE
MEMORIES
49 LOCUST AVENUE
NEW CANAAN, CT. 06840



EDITORS NOTE: "Ask Red Auerbach" is a regular feature of Celtics Pride. If you have a question for Red, please send it to Celtics Pride, 49 Locust Avenue, New Canaan, Connecticut 06840. Red will answer as many as possible in each issue.

QUESTION: We, as fans, feel that the black with white trim sneakers that the Celtics are presently wearing are not in coordination with the team's uniforms. Our suggestion, as fashion conscious fans, is to possibly change the team's sneaker colors to white with green trim. What are your thoughts about this idea? Have you ever thought of changing them?

John Bush, Abington, Pa.

RED'S ANSWER: Yes, we certainly have thought about changing the color of our sneakers. In fact, after long and careful consideration, we changed to the black we're presently wearing—from green—just last year. The problem with wearing green sneakers was that, with players all having their own sneaker deals with different companies, we found that our guys went out on the court with about ten different shades of green. We went with the black for two reasons. First, black is simply black; picking that color enabled us to standardize the uniforms even more completely. Also, wearing black sneakers was a return to the past, to our dynasty days of the 50's and 60's, when all the sneakers were black. As far as your suggestion to change to white sneakers with green trim, forget it. We like the way the shoes look right now. But thanks for the suggestion. We may not be the best-dressed team in the league, but I think we're the best.

QUESTION: I have always wanted to write to Larry Bird and I am interested in knowing if he has a fan club or an address where I could reach him. Would you send me information on how to reach him?

Paula Francescutti, Burlington, Ontario

RED'S ANSWER: No, Larry doesn't have an organized fan club. But he, and all the rest of our players, present or former, can be reached by writing a letter to our office in Boston. The address is Boston Celtics, 150 Causeway Street, Boston, Mass. 02114. Without discouraging anyone, though, I don't want you to necessarily expect an answer from a player. These guys appreciate their fans, but they receive dozens of pieces of mail a day and just don't have the time to answer all of them.

QUESTION: I have gotten to the point where I think I finally understand the illegal defense call. But now they come up with calling a technical foul if the illegal defense is called in the last two minutes of a game. Does the technical apply to all four quarters of each game?

Laura J. MacEachern, Cohasset, Mass.

RED'S ANSWER: I'll give you a complete rundown on the penalties for illegal defense as they now exist in the NBA. On a team's first violation, the 24-second clock is reset to 24. On the second and succeeding violations, the clock is reset to 24 and one technical free throw is awarded to the

Ask Red Auerbach

offensive team. When a violation occurs during the last 24 seconds of any period, including overtime, one free throw is awarded for the violation, regardless of the number of prior offenses. On all violations, the ball is awarded to the offended team out of bounds at the free throw line extended on either side of the court. An exception to calling a violation occurs when a field goal is made at the same time that a violation is called; then, the basket counts and the violation is nullified. The logic behind penalizing a team for committing an illegal defense late in each period seems clear: within the last 24 seconds of a period, playing a zone could well cause the opponent to be unable to get the ball inside for a shot. If your team didn't have any prior illegal defense violations up to that point, you as coach might be willing to chance having one called to protect the area close to the basket. With this rule, playing a zone at this stage of the game could well cost you a point.

QUESTION: In your expert opinion, how would the stars of today have fared 10-20 years ago? Would they be even better? And how well would the stars back then have fared today? Would they be less effective?

John Bush, Abington, Pa.

RED'S ANSWER: I can tell your opinion by the way in which you've phrased the question. And you're right—in terms of raw talent, the players of today are better. They are bigger and stronger, can jump higher, run faster and shoot better. But with all that said, I don't feel that, in

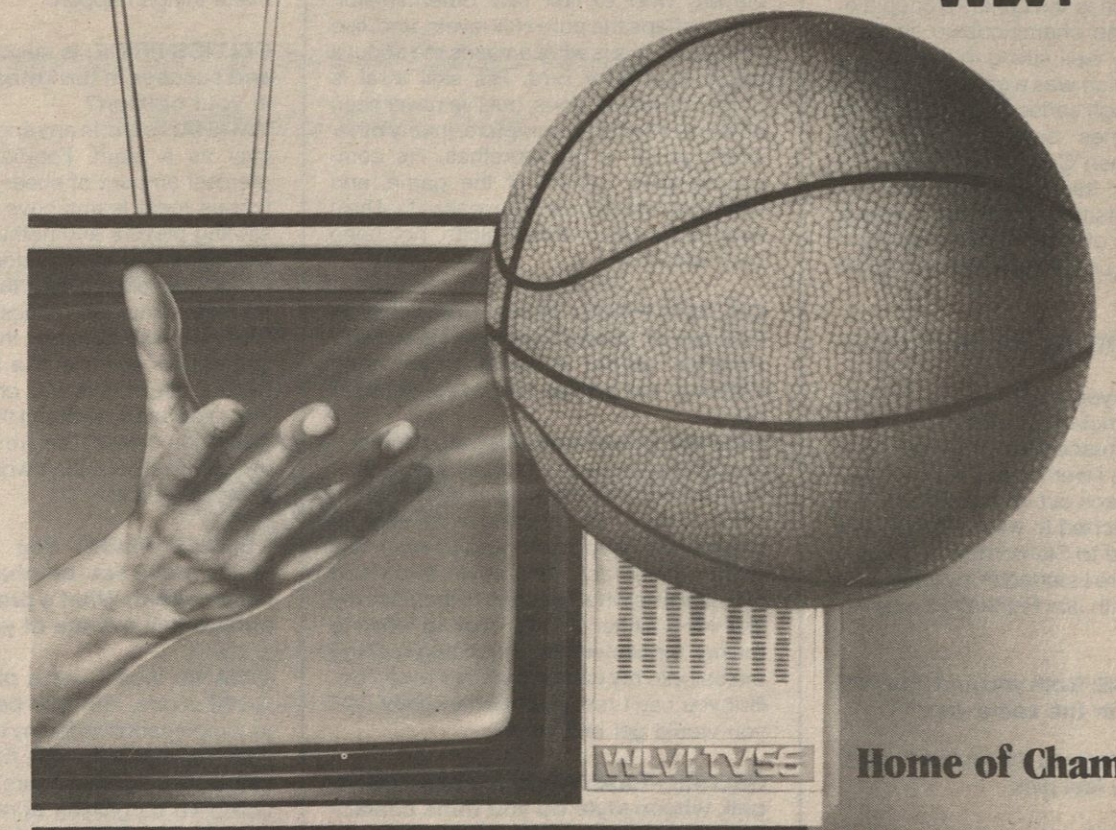
general, the present-day players have the same hunger to learn the game and to win as players did back when I was coaching. It's impossible to judge the relative abilities of different generations of players, so I don't want to get too far into specifics on your question. However, I will say this: no one can tell me that Bill Russell, K.C. Jones, Bob Cousy and all the rest of the great Celtics wouldn't have been able to make it in the game today. They were pioneers who forced the game of basketball to evolve into what it is now.

QUESTION: Different magazines and newspapers have said different things about Spud Webb. I've seen him listed as being 5-8, 5-5½ and 5-7. What is Spud Webb's true height?

Elizabeth Gouveia, Taunton, Mass.

RED'S ANSWER: The Atlanta Hawks 1986-87 Media Guide lists Anthony (did you know that was his first name?) Webb as being 5-7 and 135 pounds. But I think you're missing a point even asking the question. The fact is that no matter how tall this guy is, he can really play basketball. He has the ability, with his incredible speed, to change the pace of a game when he comes in. In an era when the big emphasis is on big and tall players, Spud Webb has proven that speed is another asset to be considered. And with his ballhandling skills and his amazing jumping ability, he has made himself into a very valuable member of a very good team. Now I think that other NBA teams will start looking for physical attributes beyond just height for potential draft choices.

When the Celtics are away... they're at home on 56 WLVI



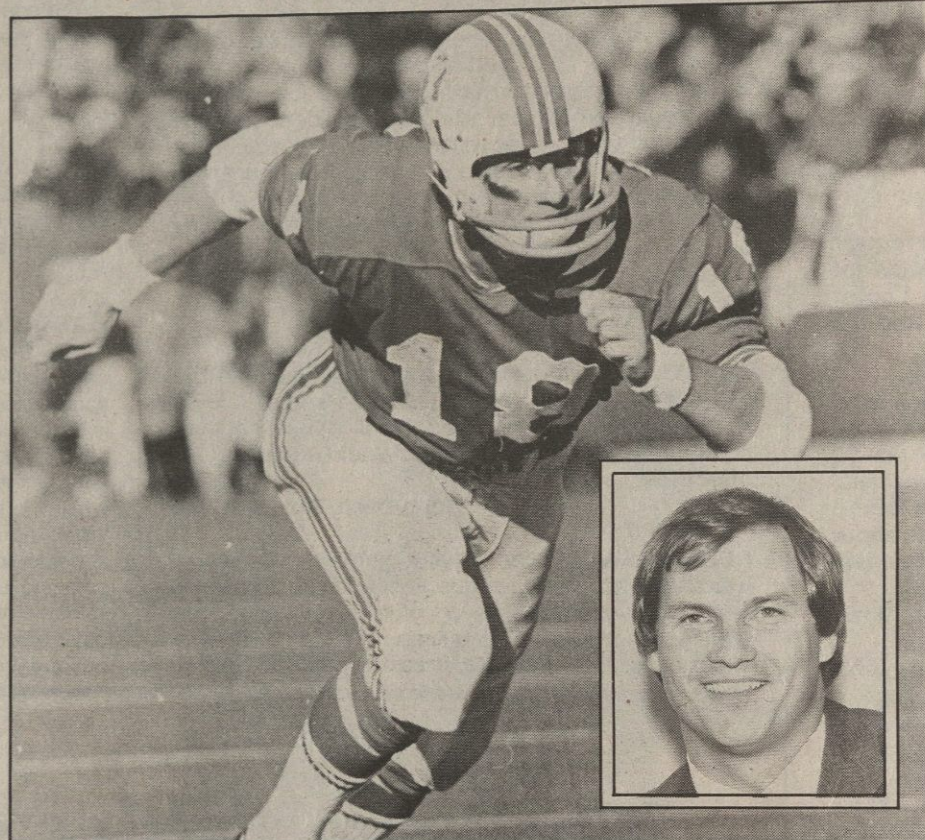
Home of Champions!



Innerview

Randy Vataha

Player, Owner, Agent



Randy Vataha: His Heart's in New England.

Randy Vataha has had a career which has spanned the gamut of professional sports occupations. Widely known for his abilities as a wide receiver with the New England Patriots, he has also been a football team's part owner, and is currently working with Bob Woolf as a player agent/representative. This involvement gives him a unique position from which to share his observations on today's athletes and managers.

CELTICS PRIDE: How and when did you become a Celtics fan?

VATAHA: I grew up in Southern California, and of course growing up out there I started as a Lakers fan, a Dodgers fan and a Rams fan, which of course was before the Raiders moved to L.A. The Celtics were rivals to my team at first and even after coming to New England, it took a little while to convert me. I think what won me over was the incredible tradition and pride that the organization and city had which is really unique. Actually, the ideals of the Celtics are found throughout this area and helped me in deciding to stay in New England. After staying here about four or five years, I got involved in starting a business and found that the traditions surrounding the Celtics are in the hearts of all the people here. This was different from California, there's a stability here, a certain quality of life that's unique to the region that I really enjoy. The Celtics are very representative of this.

CELTICS PRIDE: With the background you have of hailing from both coasts, do you have many memories from the basketball rivalries you've experienced?

VATAHA: Well, I go back a ways, unfortunately, one of the more recent memories was the loss to the Lakers a couple of years ago in the championship series. I remember very well sitting in the heat of the Garden, which was a great move but it was really a tough series. Also some of the incredible games between these two teams back when Cowens was playing, I can remember thinking about how the Celtics just outscraped them, it was a great example of a team just wanting it more and doing all the little things it takes to win.

CELTICS PRIDE: Do you play basketball?

VATAHA: I played a lot in High School, and the only scholarship offer I had was in basketball by Fresno State, but I wanted to play football, so I went to a junior college. I was a quarterback out of High School, but in JUCO, I switched to wide receiver and then transferred to Stanford when I was a sophomore where I started in my junior and senior years, with Jim Plunkett as quarterback.

CELTICS PRIDE: Both you and Plunkett were drafted in the same year?

VATAHA: Yes, he was the first pick, and I was almost the last pick.

CELTICS PRIDE: You must have a similar tenacity of purpose as some-

one like Cowens to have been able to exhibit your skills for so many years.

VATAHA: I appreciate that. I am the type of person to watch and appreciate the players who exhibit raw determination over perhaps the pure skill levels, and, like everybody this is what amazes me about a player like Larry Bird. His skill level is obviously tremendous, but I've never seen anybody who is as complete, in any other sport, as he is in basketball. He commands every aspect of the game, and when you watch Larry you realize that he's acquired a lot of these skills, not been born with them.

CELTICS PRIDE: When practicing in basketball, though, you can go out and practice alone, it must have been different for you at the wide receiver spot.

VATAHA: When football season's over, I wouldn't even touch a football until April or May. I'd work out, running or what not, but when it came to catching a football I'd pretty much have to wait until I had a really good quarterback, who could throw that ball, which is what I needed to increase my skill level. Otherwise I'd stick to working on my fundamentals. Practicing looking the ball into my hands, putting it away, etc. But you can't really get game-ready until you would get into camp.

CELTICS PRIDE: When you play basketball, whose style do you think characterizes your own style of play?

VATAHA: Probably, I'd say Danny Ainge

but shorter, relatively speaking, I was similar to his style, I shot fairly well from the outside, and I played off-guard most of the time, played hard defense and tried to make things happen.

CELTICS PRIDE: Is success in football and success in basketball at all similar in your opinion?

VATAHA: To win in any sport, you've got to play as a team. Football requires the greatest amount of sheer team cooperation as most teams have probably thirty starting players and nothing can happen well without everybody doing their job, it's a total team effort. I think that's also what's so great about the Celtics, they're one of the few basketball teams that I've watched that are the epitome of a team. And as a football player, this was one of the things that captivated me about the Celts, they're totally non-selfish. They're great individual players, but the teamwork has always been incredible.

CELTICS PRIDE: You now have a whole new set of challenges as a player agent. What's prompted you to pursue this avenue of your career?

VATAHA: Well, I was a player in professional sports, and also became involved as a representative for my teammates, and later moved onto the Executive Committee. During this tenure, I negotiated a collective bargaining agreement. Later, I ended up owning half of the Boston Breakers in the USFL, then we sold the

team to a fellow in New Orleans and I stayed on as president. So, I was sitting back one day and thought, "I've been a player, I was a part of the union and an owner of a professional team, the only thing I haven't done was be a sports representative." Bob Woolf had handled my contract as a player, and I've always been close friends with Bob and when I came back from New Orleans, we talked, he offered me this job and I took it without hesitation.

CELTICS PRIDE: How difficult a job is it?

VATAHA: It's difficult, yeah it's difficult, but I believe that everybody's job is difficult. We deal with a myriad of different problems, but it's very challenging and enjoyable as well, it's all worth it without question.

CELTICS PRIDE: Do you see the sports representative's role as changing lately?

VATAHA: I think it has in some ways. A lot more players are interested in an ever expanding list of services, than somebody just negotiating a contract. I don't think that was necessarily the case awhile ago. Nowadays the players want to know that their agent can not only negotiate a contract, but can also help them handle their finances, endorsements, etc. Most representatives have to be more multi-talented. However, the current amount of agents and competition can muddle things up, sometimes there are more representatives than players, fortunately, football and basketball regulate the agents and this helps a lot.

CELTICS PRIDE: So the basic change in representation is the desire of players to have some financial planning in their services.

VATAHA: Financial planning, making investments and helping them acquire endorsements. Also helping them discern what makes a good endorsement and entering public relation decisions.

CELTICS PRIDE: Many times players and their representatives take a bad rap from the public as if they were greedy; in the interest of fair play, would you cite some examples of what makes an optimum relation between the player, his agent and management?

VATAHA: Well, I think we're a good example, I try to say that modestly. I think in all of the years that Bob's been representing players, about 23, there's only been one time that a player has stayed out of camp. Anytime you deal with money, the owners have a certain amount, and you feel your client's worth a certain amount. Anybody can point a finger and say the owners are greedy for not wanting to give it up, or that players are greedy for wanting more than they should have, but the negotiation is still going to occur. I mean, if someone goes to buy a car, they want to get one for the best price, while the dealer wants to make as large a profit as possible. That's not being greedy, it's just a matter of negotiation. Players only want their honest market value at the time, and there's a million variables on what determines the fair market value.

CHAMPIONSHIP COLOR.



Capture all the glory of Celtics Green
on Kodacolor VR-G film.

Kodacolor VR-G film.
The sharpest, most realistic color print film ever from Kodak.



Kodacolor VR-G film.
The Color of Life.



KODACOLOR and VR-G are trademarks.
© Eastman Kodak Company, 1987



By Bob Schron

Red Auerbach has accomplished more than any other one man in the history of the game. No great revelation there; people know about his magnificent achievements, including his election to the Naismith Basketball Hall of Fame; Coach of 9 NBA champions and primary decision-maker for 16 franchise titles; his 938 coaching victories, Coach of the 25th and 35th NBA Anniversary Teams; author of three books in several languages, head of the Red Auerbach foundation in Boston. In Boston, where history matters and guides thinking, Red's life-sized sculpture has been placed in the Faneuil Hall Marketplace.

When the statue was unveiled in September, 1985, Auerbach was nearly overwhelmed. "This is by far the most memorable honor. I've been very fortunate and have received many honors and accolades. But as a coach coming up through the professional ranks, I never dreamed I would receive this kind of recognition."

It is important when considering Red Auerbach that certain essential characteristics about the man be kept in mind. One is that he is self-made and he achieved success personally and professionally through hard work. Although he is now President of the Celtics, he still thinks about the game from an internal coaching identity. The vital core of coaching, he thinks, is teaching and his value for education resides at the apex of his own value system. He is very intelligent; he is disciplined so that he keeps to his role in the Celtics organization, allowing for example, Jan Volk to run the team as General Manager and K.C. Jones to coach the team without his (Auerbach's) interference. He is consistent with this as well as with Mary Faherty, the indispensable Executive Secretary and Office

Red Auerbach Spirit of the Celtics



Red is the Guiding Force.

Manager of the team. According to his wife, Dorothy Lewis Auerbach, he is "shy" and according to Bill Russell, "he is one of the five most sensitive human beings I've ever met." But, "He's one tough sucker," observes Bob Brannum, one of a line of "enforcers" who have helped the Celtics win 16 titles.

Red doesn't go to every game now; he retired from being the active General Manager before the 1984-85 season. "But you're still dealing with Red's philosophy all the time," says Assistant Coach Chris Ford. "Five guys on the court working all the time to make the game simple for one another. Using your strengths and protecting your weaknesses. Organizationally, everyone is treated as important. It's vital to success. Winning teams in the league usually do it one year. The Celtics always do it."

"You need a little more away time," Red told Donald Hall in *Sport* when he was selected as one of 40 Who Have Changed Sport. "If you don't have... the fire... it's transmitted to the coaches and players; they feel it."

Red was in Boston last week and he was interviewed about his activities and thoughts as the team appears headed toward a showdown with the Lakers for the 1987 championship. He was asked what, if anything, he would add to his autobiography, written with Joe Fitzgerald last year (*Red Auerbach: On and Off the Court*). "It's pretty current. You see, when you have most everything in your life through basketball, there's a time when you give something back. That's why we have set up the Foundation, for kids in

Boston to play basketball, have track meets. However, when you get older, when you want to give something back, you don't have as much energy. I try and do functions for charity; I moderate a seminar at Harvard, but you have to say no, to have limits.

"Larry Bird and I have been planning a video on how to play and we're very excited about the project. The basic fundamentals, how to win. We'll talk to coaches... we feel it's something that will hang around if we do it right; with the cooperation of the NBA, with sponsorships. We'll use college teams and demonstrate plays at Boston College. I still call friends who are coaching in the college ranks; I do that to make sure the game doesn't get away from me.

"But I think the game is still simple. Basketball is like war. The offense has weapons and the scores accelerate, but then the scores go down from competition. The defense comes up with weapons to stop the offense, and then another round of revision begins. There's so much talk about rule changes, raising the baskets; why don't teams concentrate on playing well, rather than changing the game? The game today is good, real good. The dexterity of the players, handling the ball, the competition's keener. But the greats of past eras would still be great today—Joe Fulks, Bobby Feerick, Andy Phillip, Max Zaslofsky, Bob Cousy, Russell, Wilt Chamberlain, Bob Pettit, Elgin Baylor. There are too many to name."

What makes a great player? "Players may have similar abilities. Great ones pay the price, are coachable, work and work and work. They rely on their natural ability (they're intelligent) and they work to improve."

Red's elderly now, but Bob Ryan of *The Boston Globe* points out, "Red is a man who doesn't think with a past and doesn't think with the future. He's able to assess a situation accurately that way." And this permeates Auerbach's history. His father was an immigrant from Minsk, Russia, an

What They're Saying About Red

General Manager **Jan Volk**: "I think Red's a genius and he developed this business and I learned it from him. Red's strength is he's willing to give people responsibility. Philosophically, Red and I are very similar. Our styles are different. His strength has always been to place people in the right positions in the organization."

Player Agent **Ron Grinker**: "Red Auerbach is a master in his business. All the rest of the club executives and agents are playing checkers. Red's playing chess."

Dick Vertlieb, former sports executive with the Pacers, SuperSonics, and Warriors: "When I came into the league I figured the guy had to be overrated. By the time I left, I wanted him to be commissioner. I started to call Red 'Stradivarius' because he played us all like a fiddle."

Player Agent **Bob Woolf**: "Negotiating with Red is so hard because he starts off with a figure, which he thinks is fair, and then he's hurt if you dare think otherwise. And worse, for me, I always believe that he's completely sincere."

Jerry West, General Manager of the Lakers and former player against Auerbach's coached-teams: "Red's to be respected, not feared."

K.C. Jones: "I think about Red and what he's meant to my life. How he kept me when I was a rookie and he didn't have to. He made me head coach when every coach in the country wanted the job. I have the finest research book in the world available to me. That's Red. He's an encyclopedia of basketball. I listen to him and take advantage of his knowledge."

Bill Russell: Red's genius as a coach was mostly in his skills as a motivator. He was a master psychologist who knew there were as many different ways to psyche people as there are personalities. I watched Red spend time with the Celtics who played the least, the guys at the end of the bench. He expected them not to smolder all season over their lack of playing time but he always talked to them enough to remind them how important substitutes are to a team."

owner of a restaurant, then a deli, and finally a dry cleaning business all in Brooklyn. Throughout his youth—he was elected to the Brooklyn High School Hall of Fame, went to Seth Low College and George Washington—Auerbach learned to be frugal, worked hard, and became very precise with his hands. Red could plan and he could work physically, good with details. And as he says in his autobiography, "I always loved basketball. I can't remember when I didn't."

Red gained a scholarship to George Washington where he played under one of the pioneers of the fast break, Bill Reinhart who had previously coached at Oregon. "He was a coach's coach," Red told Wil McDonough, columnist of *The Globe* and his close friend. "Coaches would come and learn the game from him, by sitting on the sidelines and talking about the game. I learned my coaching fundamentals from him; technique, to coach with a firm hand, tolerance, compassion, humor. He was the first to run the break in an organized fashion." Red's first NBA job, after coaching in the service, was in Washington, D.C. at age 29. With the old Caps, he won 18 straight games at one point and compiled a 49-11 record. He came to Boston in 1950-51 and began a history for the Celtics which has them at the top of the sports world.

"People are attracted to the Celtics, see," he says now, "but not only because of the winning." It's tribal. "Players know we have something besides the game here. We have alumni here, either at the games or calling all the time. It's what makes me very happy about the team. The hardest decisions always were trading or releasing a player—like a Paul Silas, Ed Macauley, Paul Westphal, Cedric Maxwell. Loyalty is a two-way street and you try extremely hard not to promise things you can't deliver. Then your word is good. But it takes years before people believe you."

Auerbach's life and that of the Celtics are intertwined. He kept his home separate, in Washington, D.C. while he coached and worked every day under Walter Brown and after as GM. "It was a hard choice," Dot Auerbach assented in 1985. "But I know coaches who had their families with them and had very unhappy lives," Auerbach commented, also in 1985. Red and Dot have two daughters, Randy and Nancy, and a granddaughter Julie.

Creativity guides the man in this game. This is the man who coached and interacted, as men, with Cousy and Russell and had the foresight to trade for Russell's—and Kevin McHale's—rights before anybody knew these players' greatness. He has helped shape a multi-million dollar sports franchise with his vision; drafting Bird as a future in 1978; Bird, with the size and skill of a supreme power forward and the passing of a Cousy re-creation. Auerbach loves mysteries and humor. Does he gain inspiration for creative thinking from these sources? On creativity, Red says, "My best quality comes from thinking and thinking about the problem at hand. You project into the future, say maybe thinking about three possible results. It's like being your own devil's advocate: 'If I do this, what will happen?' And then you decide."

Who are creative people? "I respect excellence. Anybody can be creative; a superb cabinet maker, an artist, a singer,—achieving the top echelon in any field. For me, when I was coaching, I would always scout by watching practices. Often I was the only scout there. I would

get particular pleasure at devising a play on the playground, say, during the summer in Washington, and then seeing it work on the high school, college, and NBA level."

K.C. Jones is fond of calling Red "The Legend." Respectfully, K.C. points out that "Red used to call timeout, but he would listen to us. He figured we knew what was going on out there better than he did much of the time. Because we were playing."

Bill Walton sees similarities between Auerbach and John Wooden, winner of 9 championships in 10 years. "They each

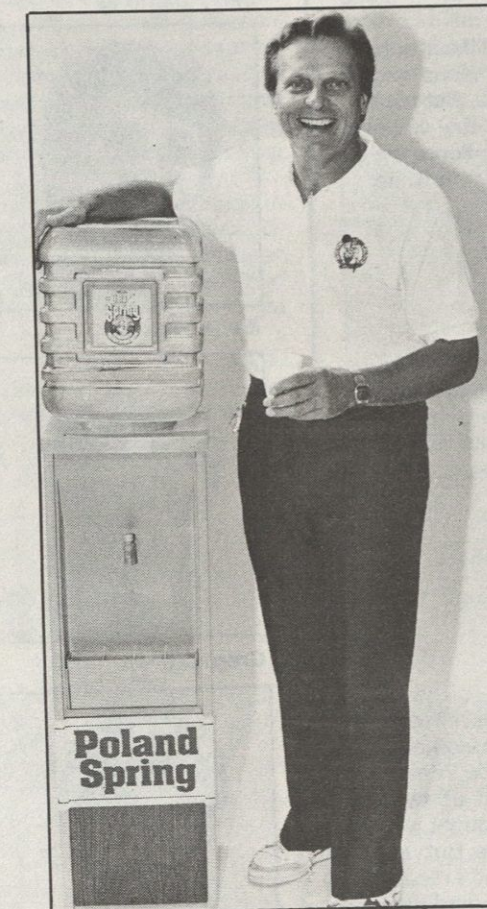
let their personnel dictate their approach. If they had their players' bodies, they would play the way they preached. I think their players trusted them on that." Bob Cousy thinks that Auerbach's influence on the present team is one of "spiritual guidance."

A final tale sums this all up, perhaps. Last season, before Game 4 of The Finals (a tense moment, after the Rockets had won Game 3 and the Celtics facing a possible three-game sweep in Houston). The team was dressing in the locker room before the game—this tenseness inter-

mingled with joking. Bird's poking fun, Dennis Johnson's loud voice, Danny Ainge's hyperactivity, Walton's animation. Red was there. He said little, smoking the cigar, watching the video of the previous game with Jimmy Rodgers and then strolling in the room. It was a scene to recall, because most, if not all of the team, sought out the man in different ways. Maybe a comment, or Bird's joking, or Chris Ford touching his shoulder. It was that sensitivity Russell alludes to. Red didn't have to say a word. He was just there.

BOSTON'S #1 DRINKING WATER
IS NOW THE DRINKING WATER
FOR BOSTON'S #1 TEAM

FROM
MAINE
**Poland
Spring**



The #1 bottled water in the Boston area, is now the Official Water of Boston's #1 team, because to a Celtic, being in top physical condition is a must.

Poland Spring, the salt free, unprocessed, natural spring water straight from Maine, is now available for home, (or office) delivery. With a Poland Spring water cooler in your home, what you'll get in your next glass of water, is exactly what the Celtics get, spring water pure, and simple, with no unwanted little extras.

Our fashionable coolers hold our revolutionary 6-gallon stackable jug. It's space saving shape, constructed of unbreakable plastic, offers you an extra gallon of water for the same price as the competitors 5-gallon bottles.

When it comes to a refreshing, healthy drink, the Celtic family won't settle for less than #1. Should yours?

Ray Melchiorre quenches the Celtics thirst with Poland Spring water.



POLAND SPRING...
THE OFFICIAL WATER
OF THE BOSTON CELTICS

**FREE
COOLER RENTAL**

Present this coupon to the driver upon arrival of your first Poland Spring home delivery, or mention the Boston Celtics when placing your phone order, and receive your first month's cooler rental free.

FOR HOME DELIVERY AND FAST SERVICE PHONE: (617) 935-7700



Celtics Perspective

Why are the Celtics so Successful at Boston Garden?

The winning ways of the Celtics in the Boston Garden are nearing legend now. Last season the Celtics compiled a 50-1 mark in the Garden. The Trail Blazers defeated the Celtics in December of last season and Boston didn't lose a game in the Garden for the rest of the year. Appropriately, they clinched the NBA championship here against Houston. The Celtics continued to win into this season and stretched the Garden winning streak to 50 before Lakers won here, 117-110, December 12. But after last week's win over the Trail Blazers, the Celtics had stretched the home record to 64-3 since the Lakers defeated them in the last game of the 1984-85 Finals.

The floor is still the parquet, still the same floorboards which were brought into the building from the Lynn Ship Yard after World War II ended. The flags hang from the rafters, of 16 NBA titles, of retired numbers—of Cousy, Russell, Havlicek, Auerbach, Brown. But there must be something more. The Celtics players gave their view of the current invincibility.



Larry Bird

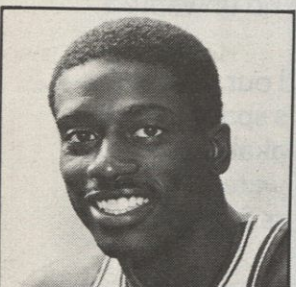
LARRY BIRD: Well, it's related to something else I've said before. For a team to be anything at all in this league, you have to be able to win on the road. We have a very good, experienced team who has proven we can win anywhere. And when the streak got going (last year), I think teams had a little bit more to think about when they came into the Boston Garden.

But I don't think it's something you can get complacent about. You still have to go out and play hard every game in the Garden. Because teams always will be using it as a motivating factor for themselves. (i.e.,) They want to be the team to defeat the Celtics at home.



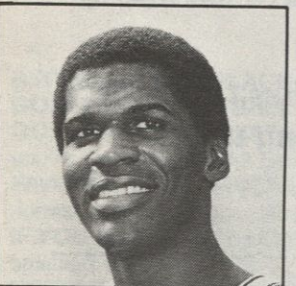
K.C. Jones

K.C. JONES: Any game for the Celtics is a difficult one. Teams want to knock off the defending champions and teams want the status of defeating the Celtics. But as a coach, I always feel comfortable wearing the white jerseys. I think there's familiarity with the floor, the baskets, and the crowd. I like seeing our guys in white uniforms.



Sam Vincent

SAM VINCENT: It's a matter of confidence. We're accustomed to winning here and that was in evidence last season when we won 40 straight games in the Garden. I believe that a visiting team starts off ten points behind when they play us here.



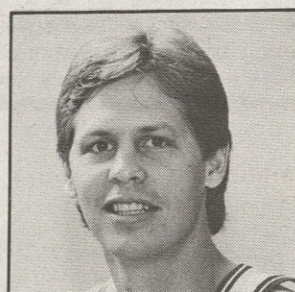
Robert Parish

ROBERT PARISH: Anytime you play at home you have the advantage, especially in the playoffs. The best effect I can remember from the Garden was when we won our first championship in 1981. We were behind the 76ers, three games to one, and they had just beaten us two straight games in Philadelphia. Most people thought we were out of it, and it was a hard deficit to overcome. But we had a film session that Monday we returned and I recall thinking: if we can continue to win at home (we had the homecourt advantage, two of the next three would be in the Garden), we'll win the series. I knew there was no way we would lose a Game 7 in the Garden.



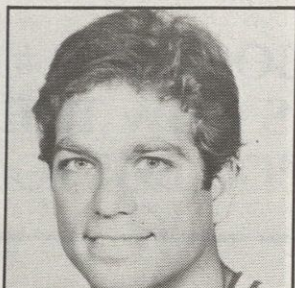
Jimmy Rodgers

JIMMY RODGERS: I think it's mostly the caliber of our play. It's also the confidence we have playing in our building. It's the great support we get from our crowd. The total environment motivates us to play well here. We have won and we have experienced winning here. This puts what I think is a positive pressure on ourselves to know we have to play well here. It doesn't just happen. This combination of factors is a positive advantage for us. And opposing teams know that we play up to a very high level here, that it's hard for an opponent to win in the Garden.



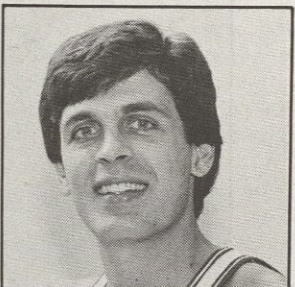
Danny Ainge

DANNY AINGE: I think the main factor is we have a good team. I've never been on the other side, so I don't know what the opponents think when they come in here. But I can't imagine players coming into the Garden thinking that they're going to lose. I just can't see a player at this (professional) level thinking that type of approach.



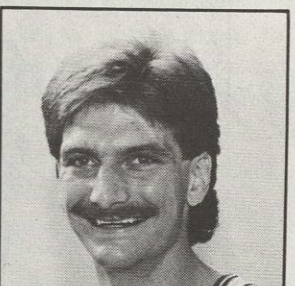
Jerry Sichting

JERRY SICHTING: There's no one answer. The floor's different than any other in the league, and the arena itself is old. I think at this point teams are a little intimidated by the record that we have here and the type of (inside-oriented, physical) team we have.



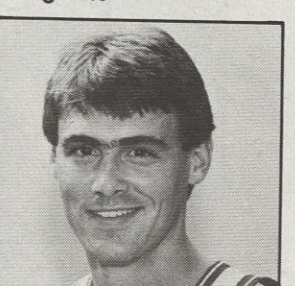
Kevin McHale

KEVIN MCHALE: Basketball is a game that is influenced most by the fans, in my opinion. We have great crowd support, and have sold the building out 300 straight games. The officials are not immune to loud support and I think they're influenced by the crowd. An important factor in our winning here is we get the calls.



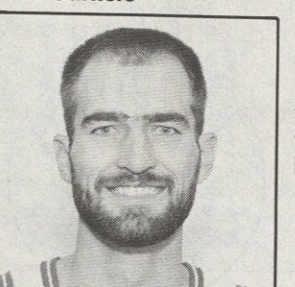
Greg Kite

GREG KITE: It's the team. I don't really know what other teams think about our streak in the Garden. (I don't see it as a streak. We did lose.) But in my view it's probably a big thing for a team to beat the Celtics anywhere. But winning in the Garden would be a big matter for an opposing team. A road win in the Garden, defeating the Celtics, and beating the defending champions. I think it's a motivating factor for teams to play their best game here.



Rick Carlisle

RICK CARLISLE: Our team. We have a quality team; you feel at home there and you feel like you can't lose. The crowd at home is an important influence. I think a lot of times there's an opposite effect in college: there's pressure to win at home and that can work against the home team. Here, most of the guys feel the Garden is the best place in the league to play. It's a number of things—the arena, the lighting, the rims are right for shooters, the floor's something you're used to.



Fred Roberts

FRED ROBERTS: We play good here. Sometimes it's as simple as that. But we get the calls and other things. I remember coming in here as a visiting player and having the locker room be extra hot. Or the showers had no hot water. It didn't always happen that way, but it was a factor in your mind when you came in to the Garden.

Celtics Diary

The four-year veteran, Darren Daye, was signed by the Celtics in December. He had been respected by the Celtic coaching staff for several years as they saw the UCLA graduate's versatility as a major benefit: 6-7 and able to handle the ball on the point. Plans were altered somewhat this season with the injuries to Sixth Man of the Year, Bill Walton. Most of Daye's playing time has come at the small forward position, a move also necessitated by the injury to Scott Wedman.

In recent games, Daye has played an important role in K.C. Jones' substitution rotation. He was the first forward off the bench during the recent road trip, and according to Jones, a reason why the team did so well (6-2) on the recent trip, one Jerry Sichting called the toughest of his career. Daye, a UCLA grad, recorded some of his thoughts for *Celtics Pride* during the recent trip.

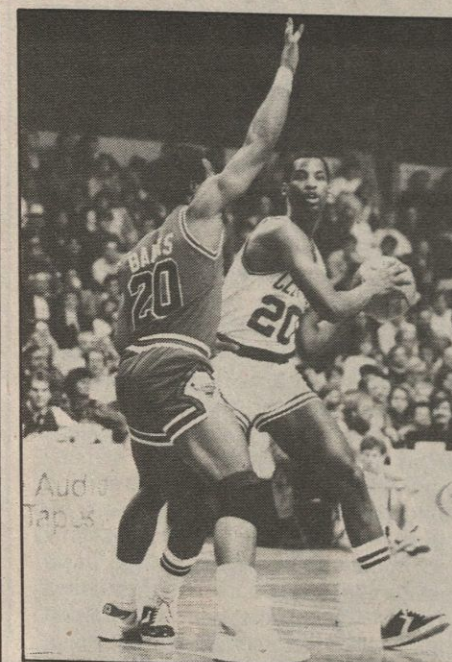
February 16. Los Angeles. I always enjoy returning to the West Coast as a ballplayer. I went to school at UCLA and it's also a chance to see my family. We had been playing well coming into LA but things didn't go exactly as planned today. One of the perils of the road.

Although the Lakers beat us today, coming from 17 points down to win, I enjoy the road. It's more of a challenge to win games on the road, especially with a team as talented as ours. Today I got hold of some tickets for some friends out here. But a tough loss.

It was tough for me here at first. The Celtics play differently from other teams in the league—passing game and inside oriented. At first I wasn't playing well, trying to learn the players and the system. Then I didn't get any playing time for awhile. It takes some time to adapt.

February 18. Dallas. Utah was forgettable. We started off evenly with them, but they were pulling away from us in the end.

Darren Daye's Growing Contributions



Darren Daye: Progressing Nicely.

The trips have been continuous, the travel tiring. I did get to spend some time with some friends in Portland last week, but from now on, I'll be playing mostly.

We won an important game tonight over Dallas. I contributed; I came off the bench in the second quarter and helped expand the lead we were building throughout the first half. I've been trying to come in and make something happen quickly. People were talking about the possibility of losing three in a row. But we won handily.

Playing off the bench is something I'm accustomed to. In Washington, it was 10-12 minutes playing time. Here it's been more like 4-6 minutes. But I understand the role. The important thing is not to get caught up in individual goals.

February 19. Houston. I hadn't played in a championship series since my

freshman year in college at UCLA. We went at it tonight with the Rockets, and the physical play inside was at its peak. Akeem (Olajuwon) caught Larry (Bird) with an elbow, and blood was flowing. But we kept the pressure on and we were able to come out on top.

It's a little callous but an unfortunate truth. The longer the trip, the more the games seem to go into one another. I think this is a trip where it does get on your nerves. The early wakeup calls, the continuous plane rides. I'm one of those unfortunate few in the league who dislikes flying.

With it all, we're still managing to have a very productive trip. The starters are playing well and when we're going in off the bench, we're making things happen. Five-two, and almost home.

February 21. San Antonio. Tales of the Road. We stayed at the El Mansion El Norte near the airport, so a bunch of the players took a bus from Houston to San Antonio. It didn't work out for the guys (I was one of two players who flew)—it was a three-and-a-half hour bus ride.

But we played well in the game and we defeated the Spurs. Larry got out of the blocks fast and we had a big lead early. The bench kept the heat on late, and we're going home with a very impressive 6-2 record. I think we're a strong contender to win the championship, which makes any season worth the time you put in.

February 24. Boston. I'm living near Hellenic College in Brookline, where we

practice. K.C. gave us the day off after we beat the Nets in Hartford last night. Got caught up on some errands and it's good to be back in my own bed again.

February 26. Boston. We won again last night, over Portland although for a long while it appeared we might get beat. But we play well here, a very tough team to beat on their home floor.

We had a reunion after the game, of UCLA alumni who were in the Boston area. Bill Walton is in California, but Kiki Vandeweghe, Michael Holton and several alumni were at the reunion. Also, my former assistant coach at UCLA Kevin O'Conner was here. We went back to the Westin Hotel up in Copley Place and had fun, talking about the old times.

We've come a ways since the college game. Kiki is doubling in TV out in LA, for example. I averaged almost 16 points in my senior year and 29 minutes a game. In college, that's three-fourths of the game.

Here, and anywhere in the pros, you have to adjust. Here, K.C. wants me to play good defense, and deny the ball defensively. Ideally I can get out and get the team running.

We ran through some offensive plays and had some shooting games at practice today without tape. Then, because my minutes have been down lately, I played in a three-on-three game with Chris Ford, Greg Kite, Rick Carlisle, Sam Vincent, and Fred Roberts. Then, I iced my ankle for an hour. And later that afternoon, we were off again, flying to Atlanta.

NEW SHIRTS AVAILABLE



The high flying duo of Spud Webb and Michael Jordan are now available in caricature T-shirts. Please order by the style numbers printed under the shirts. Available in Adult sizes S - M - L - XL only.

Mail check or money order payable to Weston Products,
49 Locust Avenue, New Canaan, CT 06840

Name _____
Address _____
City _____ State _____ Zip _____

Please Allow 4 to 6 Weeks for Delivery.

- Arrangements made for:
Sporting Events
Theatre/Concerts
Dinner Engagements

- Corporate Service
Wedding/Prom
Night on the Town
Sight Seeing Tours

- Ask about our current specials

- Fully Equipped Stretch Limousines for all Occasions

- Uniformed Chauffeurs

- 24-Hour Service

- Major Credit Cards Honored

- 32 Myrtle Street, Watertown, MA 02172



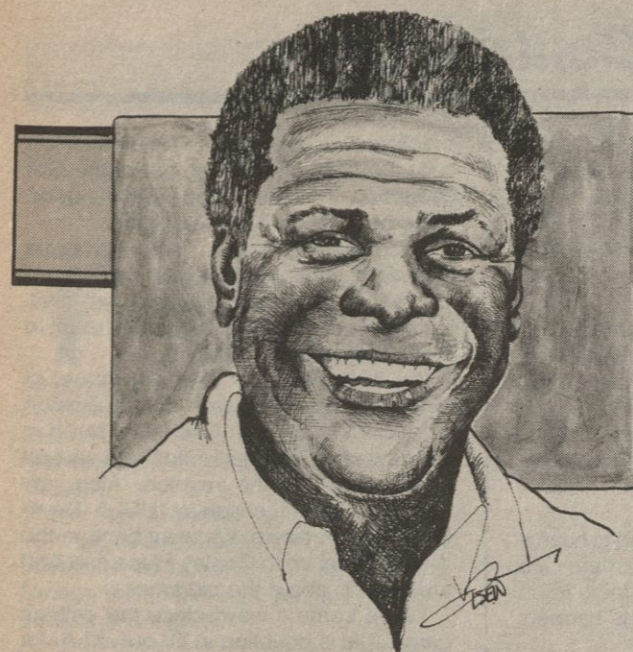
V.I.P. Limousine

924-0268

"Game Packages Available"

V.I.P. Limousine, Inc. where one call does it all!





K.C.s Corner

"The Road" and Other Topics

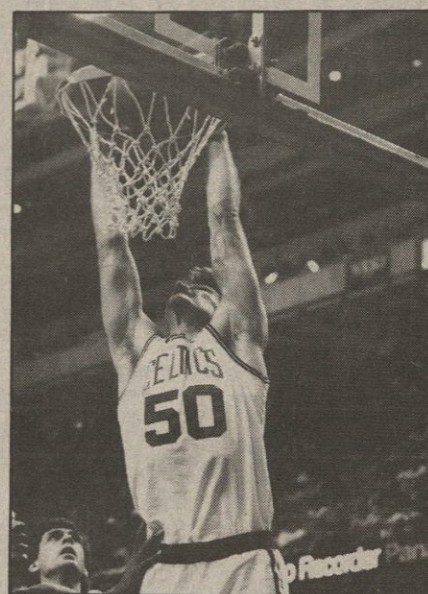
As we turned toward the final third of the season, I have to be very proud of our ballclub. We have had our moments of inconsistency and plain bad play. Certainly, the back-to-back thrashings we suffered at the hands of Philadelphia and Milwaukee in late December was the low point of our season on the floor. We have had bad moments on the boards, on defense. Cleveland gave us some real problems in January here, although we won in overtime. Last week, Portland solved our defense seemingly with ease. Sitting on the bench, I could just sit back and say "oh no." And hope.

Off the floor there have been troubles. Scott Wedman and Bill Walton missing from our team is critical. Their absence won't go away and it's something we have to cope with.

But the trip to the West Coast lifted us—as individuals and as a team. I believe we needed to win some games on the road, to have confidence when we walk on the other guys' court. On the West Coast—apart from losing the Laker game—I think we found our determination to go out and execute our game plan and make other teams adjust to us. For a team to win in any season, it must be able to overcome the adversities of the road and develop a group confidence. Our 6-2 trip helped us do this.

The trip was long and complex. We played on the West Coast and in Texas, normally two difficult challenges alone, and something resembling a coaching nightmare taken together. But we went right out and played strong in Denver in game one of that leg of the journey. Wins in Oakland and Portland followed before we went down for nationally televised game in Los Angeles.

We did lose a game in LA we should have won. And yet, that lost game should not shield out what we did to get to that level of play which had our seventeen points in front of the Lakers on their home floor. We dominated teams on the coast and we were handling the Lakers the same way. We worked our inside game very well in Denver and our swarming defense at Golden State and Portland gave us confidence to win easily. I suspect we know as a unit we can accomplish this against the Lakers; undoubtedly that's a much tougher task and we still have to prove we can finish the job. On any championship caliber team's home floor,



Greg Kite: Can't Keep Him Down.

a visiting team has to play with intensity for 48 minutes.

I was asked after we returned home from the trip—after we defeated New Jersey in Hartford and Portland in a very tough return match in the Garden—whether our bench was strong enough. Whether in effect we had enough to finish the job should we meet class teams in the playoffs. Whether I had been reconciled to the injuries to Walton and Wedman. It's an unhappy situation with a logical answer. Our bench played very well in wins in Portland, Dallas, and San Antonio. When I look down the sideline, this is my bench and they have contributed to our being 42-14 this season. I have accepted the fact that Scott and Bill are not here, that you don't just go out and replace players of that experience and talent.

I have to. Otherwise, the players would feel my expectancy of Bill and Scott returning, and in a sense, my lack of respect for the efforts they have put in this season. I think we have come too far down the road for that. Minutes may not always come. But when any player on the club is out there, they are playing important team minutes. This is the team. What I see every day in practice. We, who walk out the tunnel every game night, and take the court against our opponents.

After losing to the Lakers, we had our problems in Utah against an aggressive, rested team waiting to catch us the night after a "glamor" game. They were a step

ahead of us all night. It was a loss, and we were fortunate Greg Kite wasn't injured and out for a longer period of time. But in Texas, we regained our team rhythm—to reiterate, sparked by our bench, specifically with much help by Darren Daye.

We picked Darren up in December, admiring his game for a long time when he had played with Washington. He had some difficulties early, but since January, he has been giving our team a much needed lift. In Dallas, he sparked a second quarter rally and brought our team together. In San Antonio, Jerry Sichting, Fred Roberts, and Darren helped us to stem the tide of the Spurs. They had rallied within 84-81, but the bench pressured them back, even though the Spurs at

home seemed to have the momentum. In the last game of a two-week, eight game trip, that production was welcome. After the game, we shook each other's hands walking off the court. It had been a successful trip. Our bench may not have the identity last season's "Green Team" had. Yet, players like Darren Daye bring different skills and talents. He gives us a running game at the small forward spot; at times, power forward is a position where Larry Bird thrives.

Back home in the East. Our schedule will have us play Atlanta, Detroit, Philadelphia, and Milwaukee, and these games are beginning to signify that the playoffs are around the corner. The Atlanta game down there was a game of interest; they defeated us twice earlier down there, both times in games we should have won. In a seven-game series, if they think they can dominate you down there, their attitude is, "We can steal one in Boston and win the series." They're an aggressive team, like Detroit, who continually challenges you, even while you have to be mindful of the traditional challenges of Milwaukee and Philadelphia.

Announcing . . . The Kodak and Celtics Pride PHOTO CONTEST

Photograph the Celtics From Courtside!

Introducing the KODAK/CELTICS PRIDE photo contest through which you can be the lucky winner of a sideline pass to photograph a Celtics game.

Five (5) lucky photographers will receive the exciting opportunity to sit courtside and photograph the World Champions in action.

All you have to do is send us your best sports-oriented photograph and you could be a winner. (See entry rules below).

In addition, the following attractive prizes will be made available to first place finishers:

- a new Kodak K12 35 mm camera
- a personally autographed 20" x 30" color photo enlargement of your favorite Celtic
- "Season of the Shooting Stars," the 1986 Boston Celtics Video Yearbook
- a complimentary year-long subscription to **CELTICS PRIDE**
- Kodak 35 mm film

Second and third place finishers will receive:

- a personally autographed 20" x 30" color photo enlargement of your favorite Celtic
- "Season of the Shooting Stars," the 1986 Boston Celtics Video Yearbook
- a complimentary year-long subscription to **CELTICS PRIDE**
- Kodak 35mm film

Entry Rules

1. The contest is open to amateur photographers only.
2. Black-and-white or color photographs are eligible.
3. Prints of any size and slides will be accepted.
4. Photographs must have a sports-oriented theme. They do not have to be basketball related. (Family sporting activities will be eligible.)
5. Any number of photographs may be entered. Contestants name, address and phone number must be written clearly in ink on the back of each print and/or accompanied with each slide. Mail or bring your entries to:

KODAK/CELTICS PRIDE PHOTO CONTEST
Boston Celtics Offices
150 Causeway Street
Boston, MA 02114

6. Entries will not be returned but may be picked up at the above address after April 15, 1987. All unclaimed entries will not be retained.
7. All entries must be submitted no later than April 2, 1987. A total of 5 first place finishers, 5 second place finishers and 5 third place finishers will be chosen beginning February 5, 1987. Winners will be chosen every two weeks thereafter. For first place finishers, **CELTICS PRIDE** and Kodak will not be responsible for transportation to and from the game to be photographed.

Supreme Court

By Tony Cooper

What this? Los Angeles Laker wunderkind Magic Johnson wants to take the magic carpet ride from first place in the Pacific Division to a team that's the Least in the East?

That's right, folks. A recent report in *The New York Times* said Johnson, a good candidate for most valuable player, hopes to finish his career in New York with the Knicks. According to the story, Johnson has also spoken to Laker management about a potential move to Madison Square Garden later in his career, but wasn't too optimistic about the possibility of a move.

"I've asked them about it, but so far they aren't going for it," Johnson said. "Can you imagine it? The place (the Garden) already goes crazy for warmups when we're there. It would be phenomenal if I played there. Me and Patrick (Ewing) and all those fans every night rocking and rolling till the roof caves in."

The roof caved in on the Knicks a while ago and the cleanup crew hasn't shown up yet. New York has tried franchise "saviors" before—Bob McAdoo, Spencer Haywood and the latest, Ewing. None have worked. Johnson might also consider that wheeling and dealing to Jawaan Oldham and Bob Thornton might bring forth different results than giving the ball to Kareem Abdul-Jabbar or James Worthy.

With the Lakers, Johnson has been on three championship teams since joining the team in 1979-80. He figures he's just about done his part in Los Angeles.

"I'll work on it for the next couple of years," Johnson said. "Maybe if we win a couple of more championships, they'll let me end my career there, where I can help out some of the young guys."

Help? The Knicks need plenty of that. **THIS JUST IN DEPT.** Before he won the NBA's slam-dunk competition, Chicago Bull Michael Jordan promised to split the winnings with his 11 teammates. "I don't know what I'll do with it," rookie Pete Myers said. "I thought it was just a rumor. I guess I'll just put it in the bank."

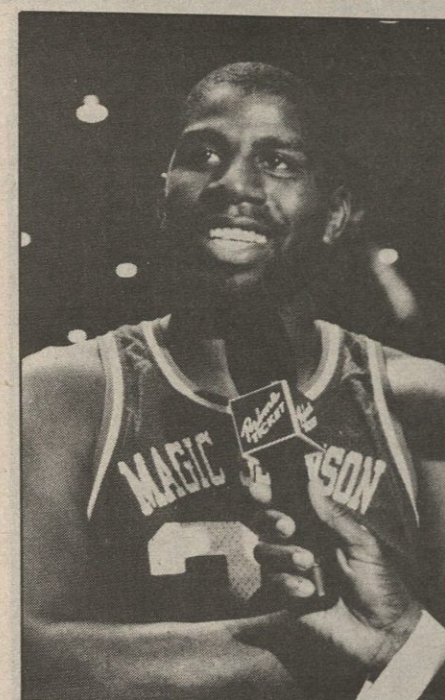
Rumor has it it's no rumor. "We've got it in writing," John Paxson said. "It's right there in the newspaper." There's no word on whether Jordan has actually paid up, but he says he has no intention of backing out of the deal . . .

The most underrated player in the NBA? A worthy vote could go to Celtic Kevin McHale, who has made the all-star team just three times in seven years, even though he's known among players as the game's premier power forward.

"I think Kevin is more deserving of it right now than I am," Larry Bird said, referring to the MVP. "I think he's had a better year. He's done everything a lot better than he has in the previous years because nobody can stop him. Right now, Kevin's probably our most valuable player."

"He takes a lot of pressure off me. He can guard just about anybody—the big men, the quick men. I can get double-teamed and just throw the ball to him, and he'll make things happen."

What McHale can't prevent happening is his being overshadowed by Bird. That's just one of the battle hazards of playing for the Celtics.



Magic in New York?

"I don't think there's any doubt that gets in the way," Laker Coach Pat Riley said. "I think so much recognition can go to one man that it pretty much stunts other players on the team from getting credit. What McHale has done—more than 20 points and double-figure rebounds every single night—is outstanding. I think he's the most difficult player in the league to defend one-on-one."

McHale doesn't seem overly concerned about his plight.

"I don't think about it or worry about it. Those are the type of things that maybe, after you're finished playing, you look back on. When you look back on it, I will always have those three championship rings. They'll be put in a place of honor in my house."

Regardless of what the immediate future holds for Navy pivot David Robinson, folks around the NBA are drooling over him.

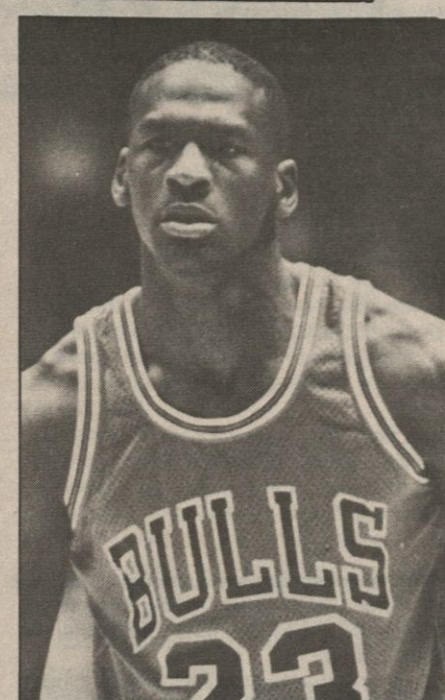
"There's no question he's the number one pick in the draft," NBA Scout Marty Blake said. "The teams that say otherwise are the ones that don't have a shot at him. I am confident he is the number-one pick and I'm confident that I am not even going to scout him this year."

"I mean, who would you rather have, a 7-1 center with all his ability who can play full time in two years or some guard that you could draft any year? You don't get that many shots at a center like Robinson. You can't pass up the chance."

Said New Jersey Net assistant coach Bob MacKinnon: "He's the kind of guy you can build a franchise around."

Gene Shue and ex-Knicks, Hawks boss Hubie Brown are the alleged candidates to succeed Don Chaney as boss of the Los Angeles Clippers. Another report has other members of the Clipper brass desiring a proven college coach, along the lines of Lute Olson of Arizona or Georgia Tech's Bobby Cremins . . .

Julius Erving makes his final appearance in Madison Square Garden April 6, and the Knicks have invited an amalgam of "Doctors" to attend. Dr. Ruth Westheimer, Dr. Suess (Theodore Geisel), Dr.



Air Jordan: The checks are in the mail?

Joyce Brothers, Dr. Bones McCoy, Dr. Henry Kissinger, Dr. K (Met pitcher Dwight Gooden), Vince Edwards (Dr. Ben Casey), actor Richard Chamberlain (Dr. Kildare), boxing trainer Ferdie Pacheco (the Fight Doctor) and actor

Robert Young (Marcus Welby, M.D.) . . . Speaking of the Clippers, they have the distinct possibility of losing in every NBA city this year . . .

The Sacramento Kings recently bagged Coach Phil Johnson for the second time (the first occurred while the team was in Kansas City), replacing him with assistant Jerry Reynolds. Who? The most distinctive thing about Reynolds is he's from French Lick, Ind., just like Bird.

"The air got cleared and it's probably going to get cleared some more," said Gregg Lukenbill, one of the King owners. "It's not just wins and losses that have gotten us into this situation. The psychology, the chemistry and the mix of the team on the floor—how can one team blow out Detroit convincingly and then the next night look like they just met each other?"

Meanwhile, King guard Reggie Theus called a team meeting before a game against the Indiana Pacers.

"It just had something to do with us playing well for three games and then after that's over letting it all relax," Theus said. "It had nothing to do with the coach. I wouldn't have said it if it had to do with something else. It's just something we as players needed—a gut check."

"The lack of intensity and all that stuff, all of that is true. Everybody needs to take a look at what's going on around us. Does it take something as severe as this (coaching change) to get everybody to click for three games?"

FRENCH LICK, IN
(home of YOU KNOW WHO!)

Look GREAT and feel UNREAL in a silk-screened top quality 50/50 t-shirt **directly from French Lick, IN!** Send for your kelly green shirt with a white print, **THE souvenir of YOU-KNOW-WHO!**

\$10.95
shipping & handling incl.

complete this form and mail to:

SQUEEGEE
GRAPHICS

104 N. Maple Street
French Lick, IN 47432

make checks payable to:	youth	6-8	10-12	14-16	total # of items	total
SQUEEGEE GRAPHICS					x \$9.95	
	adult	S	M	L	XL	total # of items
					x \$10.95	

please print: name	sub total
address	IN res. 5%
city	TOTAL
state	
zip	

allow 10-14 days delivery*sorry no C.O.D.'s

Ship & Hand. INCLUDED!





Eddie Gnillooly

What's in a Name?

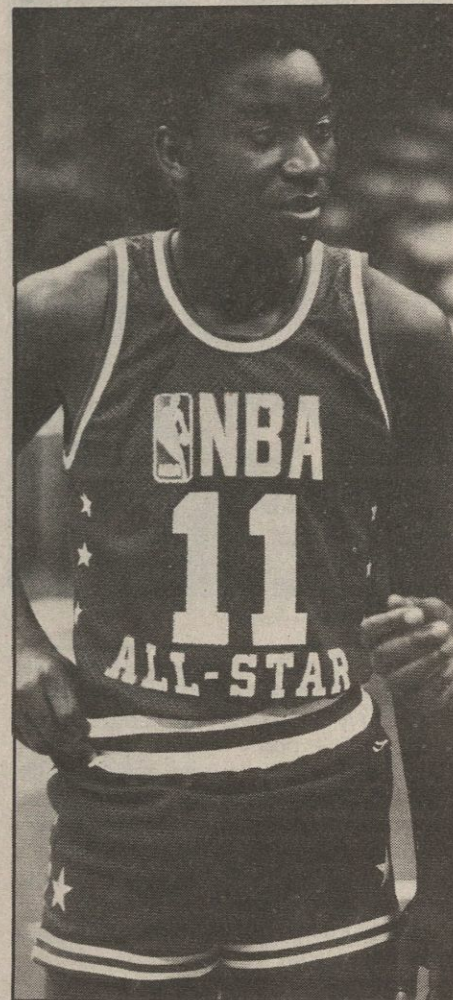
Everytime I watch the sensational Dominique Wilkins soar to the basket and make one of his crowd-stirring dunks, I'm pleased that the Atlanta Hawks' forward opted to be known by his middle name. Jacques Wilkins just doesn't fit his style and grace on the basketball court.

And, I've often wondered why Kelly Tripucka dropped his first name, Peter. Was he concerned fans might compare him to Pistol Pete Maravich? Or, maybe he

felt Peter wouldn't be as meaningful as Kelly while playing for the Fighting Irish of Notre Dame.

I never asked but maybe I should. Could it be that Bill Walton's parents were Theodore "Ted" Williams' fans since they named him William Theodore? And while on the subject of baseball, why wasn't Otis Birdsong influenced by the Red Sox? He was born and went to high school in Winter Haven, Florida.

Everyone, I'm sure is aware that Kareem



Isiah Lord Thomas.

Abdul-Jabbar was Lew Alcindor until early in his pro career and that Lloyd Free legally changed his name to World B. but I've never been aware that Wayne Cooper's first name is Artis.

It's interesting to note that three players were named after presidents. There's Theodore Roosevelt (TR) Dunn, Franklin Delano Edwards and Adrian Delano Dantley. Adrian also has unique initials considering his prolific scoring, ADD.

Just like K.C. Jones, A.C. Green is A.C. but Kiki Vandeweghe is really Ernest Maurice. Obviously, Kiki didn't want to be confused with his father Ernie who played for the Knicks before becoming a doctor.

It seems obvious that Elston Howard Turner was named after the famed New York Yankees/Red Sox catcher but it's not that clear if Ulysses "Junior" Bridgeman was named after President/General Ulysses Grant.

Quinn Buckner could have created some confusion during his stay in Boston if he had used his first name. We would have had a Bill Buckner with both the Celtics and Red Sox.

For all we know, Robert "Terry" Cummings could have been named after the old-time movie star but it's unlikely that singer Billy Joel had any influence in the naming of Joel "Craig" Ehlo.

Certainly, there has to be some history behind the middle names of John "MacBeth" Paxson and Isiah "Lord" Thomas.

Another who might have been named after a movie is Paul Douglas "Doug" Collins and Jamaal Wilkes, who came out of college as Keith Wilkes, is really Jackson Keith so you'd have to think maybe he was named after TV announcer Keith Jackson.

Other first name droppers are: James "Sam" Vincent, Michael "Kent" Benson, Lenard "Benoit" Benjamin, John "Dick" Motta, Dwayne "Pearl" Washington, Anthony "Spud" Webb, Charles "Buck" Williams, Thomas "Ray" Williams, Martin "Al" Wood, Osie "Leon" Wood.

Also, Karl "Petur" Gundmundsson, Jerome "Jerry" Henderson, John "Jay" Humphries, Marcus "Marc" Iavaroni, Clarence "Steve" Johnson, Wallace "Mickey" Johnson, Derrick "Rick" Mahorn, Kelvin "Trent" Tucker, Darrell "Kurt" Rambis, Wayne "Tree" Rollins, Michael "Brook" Steppe and Fred "Rick" Robey.

And, if President Reagan is looking to improve relations around the world, he could establish a diplomatic corps among NBA players. Frank Brickowski could head the corps since he played basketball for three years in Italy, France and Israel.

Curt Rambis is familiar with Greek customs having played a year there while Fred Roberts, Bryant Wallace, Antoine Carr, Bill Laimbeer, and Kurt Nimphius played in Italy.

But the diplomatic corps talent doesn't end there. There are 16 players born outside the United States. Kiki Vandeweghe, Uwe Blab and Detlef Schrempf were born in Germany; Dominique Wilkins in Paris, France; Bill Wennington and Mike Smrek (Canada); Mychal Thompson (Nassau, Bahamas); Rolando Blackman (Panama); Manute Bol (Sudan); Wallace Bryant (Spain); James Donaldson (England); Patrick Ewing (Jamaica); Stuart Gray (Panama); Ernie Grunfeld (Romania); Peter Gundmundsson (Iceland) and Akeem Olajuwon (Nigeria).

And, if some of the old-time NBA fans are wondering, Sixers Coach Matt Goukas is not as old as you might think. That was his father, Matt Sr., who was a member of the first NBA Championship team, the Philadelphia Warriors in 1946-47.

You've never heard Utah Coach Frank Layden brag about his collegiate heroics and you won't. He played at Niagara with Hubie Brown and Larry Costello and his career high was eight points, accomplished in a six-overtime game.

At this point it seems inevitable the Celtics and Lakers will meet again in the playoffs and if so, it will break a tie between the two clubs that currently exists. Each has won 235 playoff games. And, speaking of the playoffs, no team has a winning record on the road.

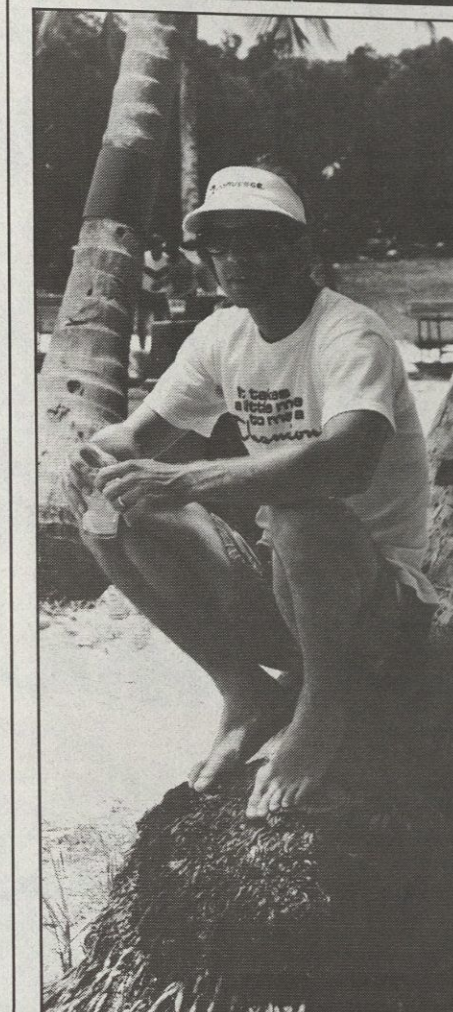
Thought you'd like to know that Bill Laimbeer was born in Boston, May 19, 1957 and that George Karl was a guard on the North Carolina team that defeated UMass by 40 points in the 1971 NIT. It was Julius Erving's last college game for UMass.

A couple of other trivia notes that come to mind. Lenny Wilkens reigns as the oldest MVP choice in an NBA All-Star game. He was 33 in the 1971 game. In the final Jabbar-Chamberlain match—the second to last game of the 1972-73 season—Wilt was scoreless but grabbed 14 rebounds.

Jabbar scored the winning basket as the Milwaukee Bucks edged the Lakers 85-54. He finished with 24 points and 18 rebounds.

Celts Look Back at Prep Days

High School Reunions



Jerry Sichting: Great Fans in Indiana.

critical influence for him was his high school coach, George Sluga.

"He saw some abilities that I had," remembers Roberts, "but he insisted on fundamentals and team-oriented style of play. He didn't just let me run out and play. Utah's a huge basketball state, with plenty of kids, and good coaching. Other areas of the country may have had flashier types, but I think we had our share of good individuals." Roberts' foes in high school included Danny Vranes (of the 76ers) and Devin Durrant, the choice of the Pacers in 1984. Roberts, after playing very well at Brigham Young, played with San Antonio and Utah after a year in the Italian League during the 1982-83 season.

Ainge, of course, was the All-American on Brigham Young and perhaps predictably, had a more publicized background when he entered Brigham Young in 1977. His high school, Eugene North won 51 straight games and two state championships, which should have instilled the player with instant confidence. But, this wasn't entirely the scenario, explains the Celtic guard, having his finest year as a pro.

"Where I really knew I could play was in a national AAU tournament for the top players in the country who were age nineteen and below. I was on the Washington-Oregon-Montana team, playing teams from New York, Michigan, and some others. I played very well, averaging 35 points and 10 assists in the tournament that included Magic Johnson and Albert King. In fact, the all tournament team included Magic, King, Kelly Tripucka,

Wayne McKoy (a player from New York who went on to St. John's) and myself. I had heard about all those guys, now I knew I could play with them.

"I think confidence at any level is crucial and you gain confidence by experiencing success. You draw on those experiences, I think, when you're faced with a difficult situation. You don't want to live in the past, but when things are going bad, you want to remember when you had success. I think it's an effective teaching tool; shooting, for example. If you're in a slump, you can look at all the good times when you shot the ball well.

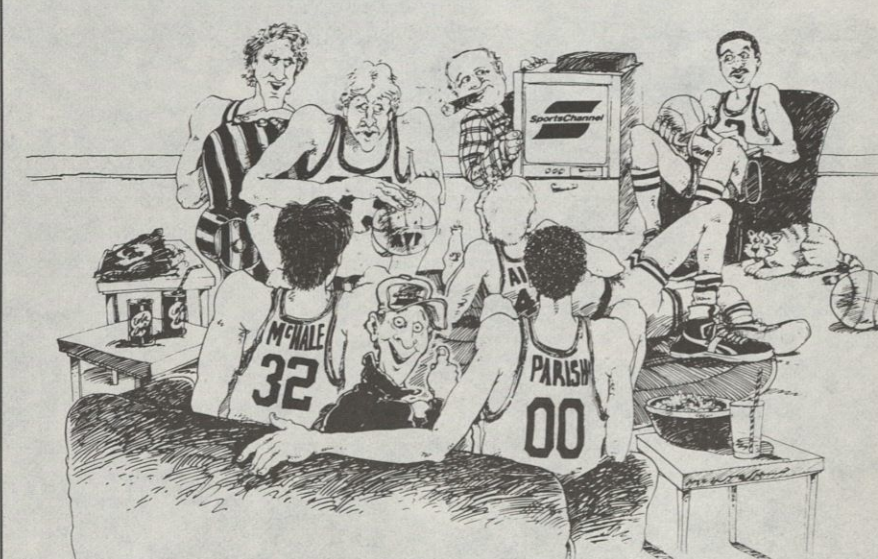
Brigham Young's wide open style was perfectly suited for the fast Ainge, gifted, aggressive, at his best under pressure. He scored 37 points against UCLA and Daye to advance the Cougars to the regionals and then made a memorable full-court drive to nip Tripucka and Notre Dame, 53-52. Sampson would halt Brigham Young in the final of that round. Sampson, defended by Greg Kite.

Kite's high school career reached a full circle last season in The Finals, when the Madison High (Houston) product returned home, playing an important role on the Celtics' champions. Kite was heavily recruited from that area and worked hard to reach this level. "Greg started all three years for me, and I've never had anybody work harder than he did," said Paul

Benton, Kite's coach at Madison last year in Houston. "He was a straight-A student, but he always did everything he could to improve on the court." After Kite's successful season at BYU, his career seemed to slow perceptibly during what he describes as an "unhappy senior year at BYU. I thought I could have played better." But he's won two championships in Boston and this year Roberts has rejoined Kite and Ainge.

For Larry Bird, the trip to athletic superstardom was begun with physical misfortune in high school, a broken ankle in his sophomore year at Springs Valley High. "But I knew one thing when I was out," Bird told Roy Johnson of *The New York Times*, "I learned the value of passing, just by studying the game." Under Gary Holland and Jim Jones at Springs Valley, Bird learned to control a near-fighting temper and saw his total game and scoring average grow during his senior year. He averaged 30.6 ppg and led his team to a 21-4 record. He had highs of 55 points and 38 rebounds. He went on to Indiana University but left soon after in his freshman year. After stops in West Baden Junior College and Notre Dame, he found himself at Indiana State. "It was a place near home, which was the right size at the time.

"You have to find a place you can relate to. I had to be relaxed. If you don't like someplace, make up your mind quick. It took me three to six months to realize I was happy with my decision." Bird grew from 6-1 to 6-7 in high school; with his height and skill, Bobby Knight told Quinn Buckner, "(Bird's) a special player. One of the best."



ANOTHER PACKED HOUSE

Join the crowd! Bring the World Champion Boston Celtics right into your home this season with SportsChannel's exclusive coverage of all Celtics home games and select home playoffs. It's sure to be a record breaking year for the Green, as they shoot for title #17.

Hockey fans, get ready for another dose of "Whaler Mania", as SportsChannel brings you over 30 exclusive Hartford Whalers telecasts. Their first taste of playoff action has left them hungry for more, and no one's doubting that the best is yet to come.

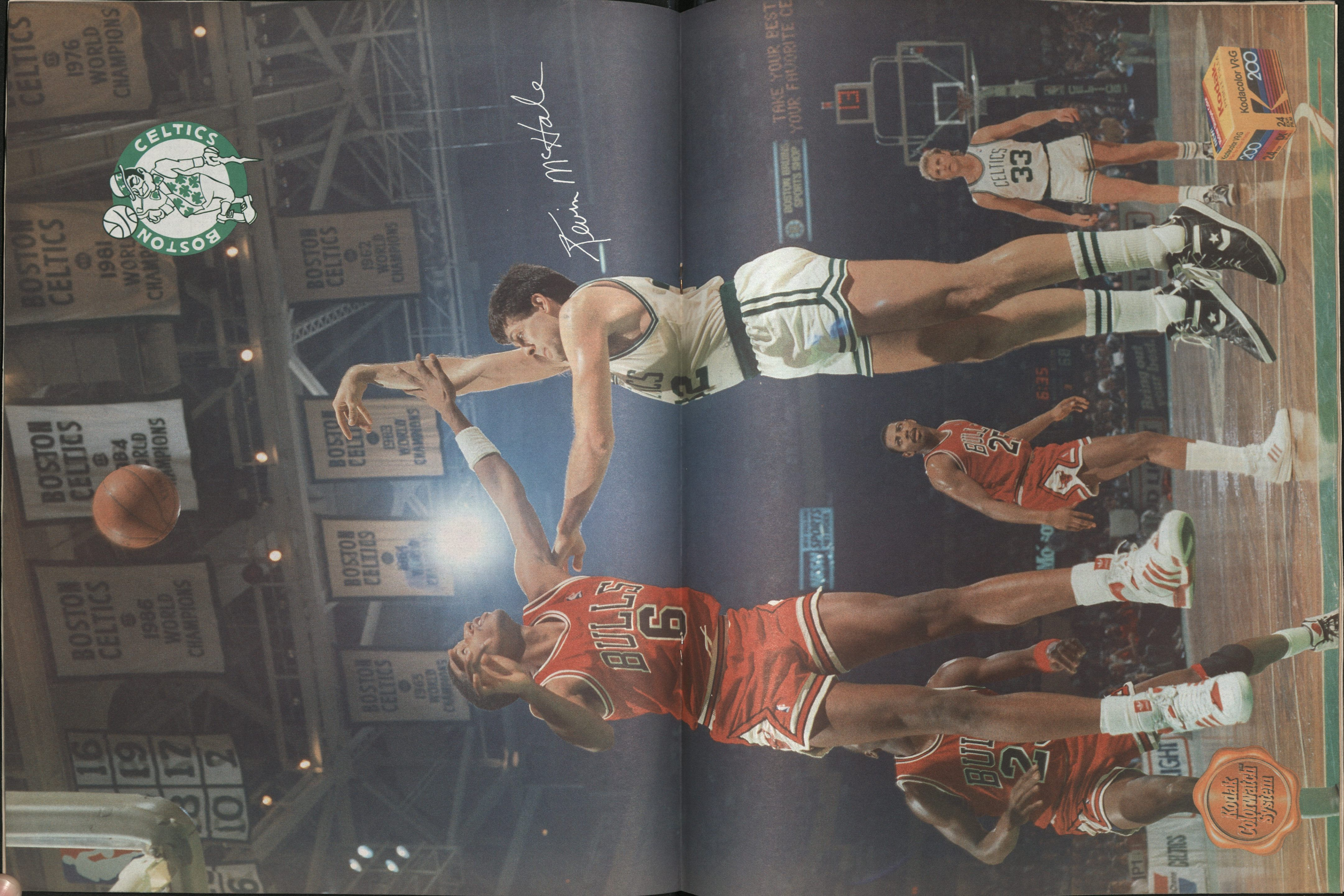
Also, enjoy top rate professional tennis, skiing, boxing and wrestling, thoroughbred horse racing, exciting specials and more.

So why not bring all of the action into your home this fall?

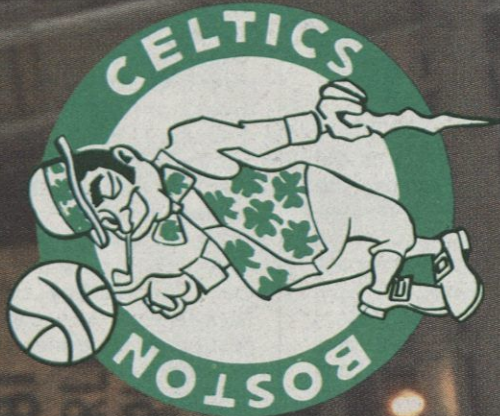
Call your local cable company today and order SportsChannel.

*Subject to league regulations.

At Home with the Champions
SportsChannel



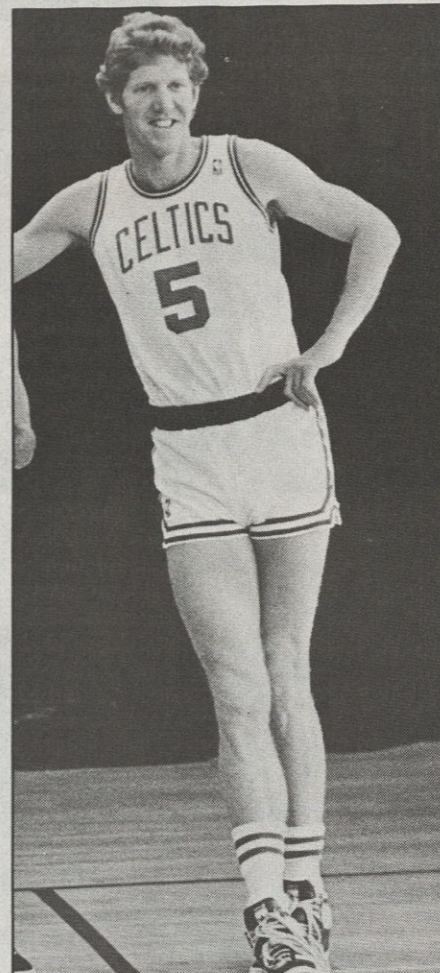
Kevin McHale



Celtics Confidential

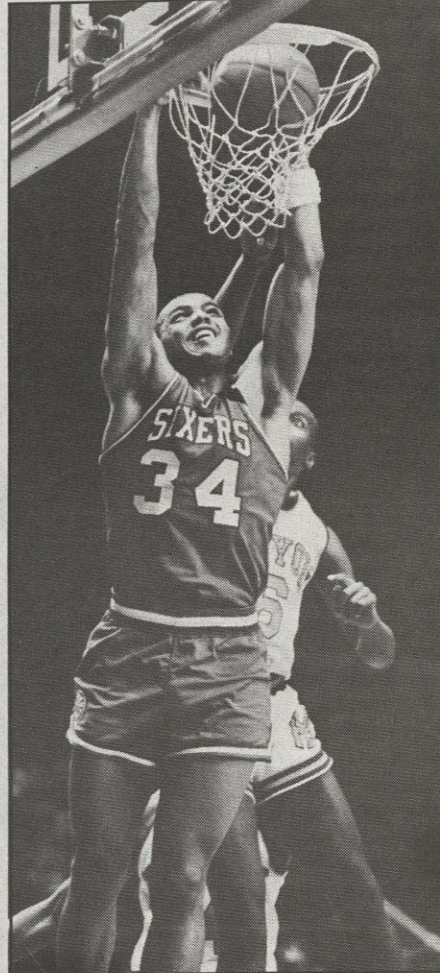
By Bob Schron

Rick Carlisle and Jerry Sichting appeared at a benefit for the paralyzed ex-Danvers High football player, **Eric Rybicki** at the Sheraton-Tara in Danvers last week. . . **Dave Cowens**, Chairman of the Board of the New England Sports Museum, wrote an open letter published in *The Boston Globe* and *The Boston Herald* thanking **Larry Bird**, **Bill Walton** (a surprise guest), and the sports fans of New England for the collaborative effort which raised \$30,000 for Bird's appearance at the Harvard Coop February 1. . . **Johnny Mathis**, the esteemed singer, singled out **Bill Russell** and **K.C. Jones** as friends and fellow athletes in a *USA Today* interview last week. The three attended high school in the Bay Area. . . **Bill Walton** was in Los Angeles to see his doctor about his injured ankle two weeks ago. No startling news; a late March return is still a hope in the front office. . . Bird received an examination of his elbow after the Utah defeat during the recent western trip. . . **Red Auerbach** did color with play-by-play broadcaster **Mel Proctor** for WTBS' telecast of the Lakers-Bulls contest, February 20. Red had some observations on **Pat Riley** and **Doug Collins**, coaches of the Lakers and Bulls respectively: "Collins is a rookie coach, but he's a blue-collar type, very competitive. He's able to get the best out of his team because he wants to win so badly. Riley—Hollywood, image. He inherited a great team but he still had to win with it, and he has." . . . Riley, of course, was the key player off the bench when the Lakers won the 1971-72 title, under **Bill Sharman** and **K.C. Jones**, then the LA coaching staff. . .



Bill's starting to jog.

Random thoughts about the Lakers: One of the reasons the Lakers trouble the Celtics is they're the only other team in the league with a **Larry Bird**-type genius staff. . .



Barkley: Votes for Kevin as MVP.

player in **Earvin Johnson**. . . Riley has coached masterfully this season, spotting Kareem Abdul-Jabbar, saving the big man's strength to assure he remains A Force in their offense in the closing minutes. This is a similar approach to his use of **Michael Cooper** against Bird; he saves Cooper until strategic moments and then releases Cooper to shadow Bird (overplay Larry when Bird doesn't have the ball). . .

Ed Badger was in New York to scout the St. John's-Kansas game at Madison Square Garden and then went across the bridge to scout New York at New Jersey that night. . . He was interviewed on WNBC, the Knicks radio-affiliate, by **Ernie Grunfeld**, former Knick. Among Badger's comments: he would be delighted if **Bill Walton** were back in shape to play 10-12 minutes in the playoffs. . . Asked about **Mark Jackson**, the aggressive 6-2 guard of the Redmen, Badger said, "I like him; he has the body, the smarts, and he can handle it. He's quick and he has ability." . . .

The Celtics and **K.C. Jones** were approaching milestones as the team returned East after their excellent 6-2 road trip. . . K.C. was coaching in his 300th Celtic game and he was fast approaching his 400th win as a professional coach. . . If the Celtics win 60 games again, for the 4th straight season, Jones would be the first coach in the history of the league to accomplish that feat. . . **Larry Costello** came close with the Bucks in 1970-73 with the **Kareem Abdul-Jabbar** teams, winning 59 in 1973-74. . . The team was closing in on its 2000th franchise regular season win. They entered the present

season with 1957 victories. . .

At the All-Star Game in Seattle, **Charles Barkley**, Celtic villain, reportedly told **Kevin McHale** that he thought McHale was MVP in the league in the first half of the season. . . **Danny Ainge** was featured in a column by **Tom Weir** of *USA Today* when the team was in Oakland. . . **Red Auerbach** on the **Mychal Thompson** trade, Thompson going to the Lakers in exchange for a 1987 Number 1, a 1989 Number 2, and reserves **Frank Brickowski** and **Peter Gudmundsson**: "The key is playing time. Thompson is a great player, but what will happen to a good young player like **A.C. Green**?" . . . Former Celtic **John Thompson** was in Boston when Georgetown played at Boston College. Former Celtic Coach **Bill Fitch** won his 700th coaching victory with Houston's 112-99 win over the Nets, February 12th. . . Difference of opinion: **Gary St. Jean**, Assistant Coach of the Nets and native of Concord, feels the Celtics will find a way to win the NBA title, "despite missing the kind of depth winners normally have." The reason: "The experience the starters have as a unit." . . . Former Celtic and former Coach of the Clippers (*Celtics Pride*, March 2) attended the Celtics-Nets game in Hartford. He believes the Celtics need **Bill Walton** back to win. . . **Rachel Shuster** of *USA Today* reported that **Red Auerbach's** presence as analyst of the Lakers-Bulls Feb. 20 game "was unfair both to Auerbach and the fans. No explanation; presumably she thought Red was too involved in the competition between the Lakers and Boston for supremacy in the league. . . **Bill Walton** was jogging on his injured right ankle during the week of February 23rd. . . Walton was scheduled to appear at **Interface**, a humanistic psychology center in Newton on April 9th, lecturing on "Sports in America" . . . **David Zuccaro**, Assistant Director of Public Relations in the Celtics office, used Beatles' song titles in the team's press notes to call attention to the group's re-release of some of their early albums on compact disc. Samples: Larry "And Your BIRD Can Sing"; "Dr. Robert" Parish; Greg "Being For the Benefit of Mr. Kite." . . . **Jeff Twiss**, Celtics Director of Public Relations, had surgery on his knee while the team was playing in the west. . . **Dave Wohl**, Coach of the Nets on what separates the winning teams from the also-rans in the league: "I believe that players who play in a winning situation want to be known as a winning team, one that will be recognized in history. I'm not sure any of us are aware of that on a conscious level, but I really believe that's what motivates players on winning teams. . . **Wohl** and **St. Jean** in separate conversations, cited these four players as being the outstanding leaders of their teams, on and off the floor, in the league: **Larry Bird**, **Magic Johnson**, **Julius Erving**, and **Sidney Moncrief**. "Leaders will go out and take responsibility whether they're criticized or not," said Wohl. "They're different types: Sidney's a quiet leader, Bird will prod, Doc's a veteran, Magic's up every day." . . . Wohl was an assistant with the Lakers before going to New Jersey. Wohl and St. Jean coached together in Milwaukee 1980-82. . .

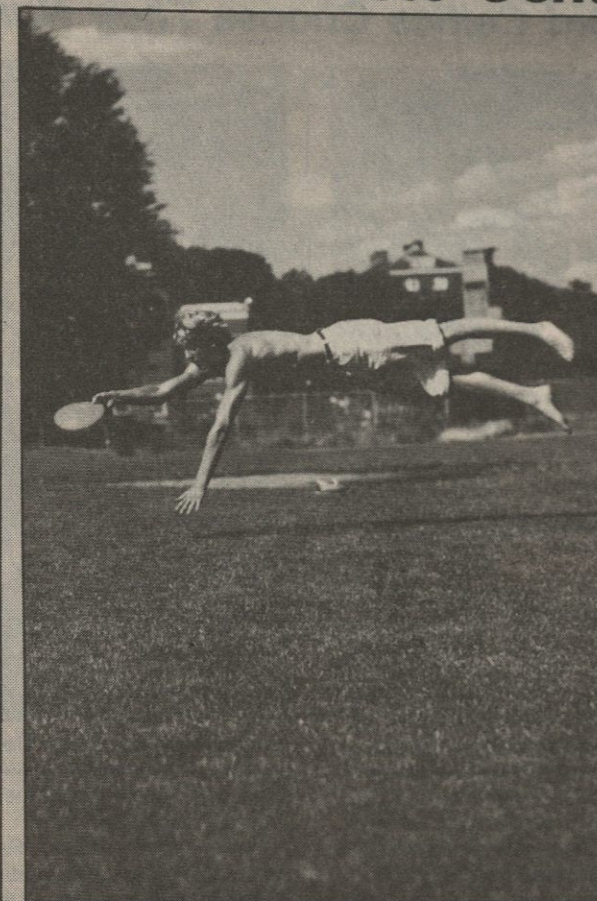
Kodak/Celtics Pride Photo Contest Winners



First Place

Pictured above are the first, second and third place finishers in this month's KODAK/CELTICS PRIDE Photo Contest.

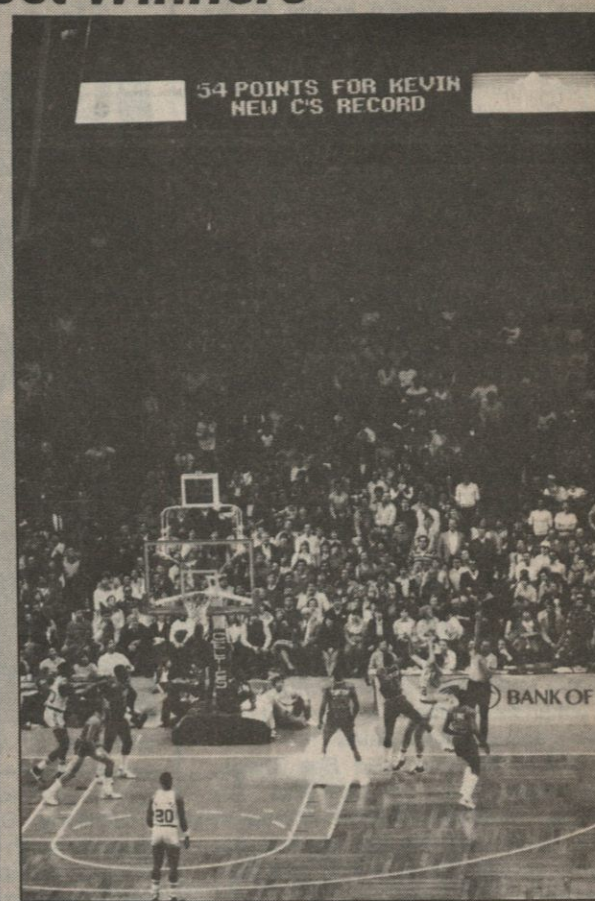
The first place photograph was submitted to us by D. Brewster of Wellesley Hills, MA. In addition to a Kodak 35mm camera, a Celtics Video Yearbook, a personally autographed color photo enlargement of his favorite Celtic, and a



Second Place

complimentary subscription to *Celtics Pride*, Mr. Brewster is the lucky winner of a sideline pass to photograph an upcoming Celtics game.

The second and third place photographs came to us from Paul Lotti of Somerville, MA, and Kim Trillcott of Quincy, MA, respectively. Both Paul and Kim will receive a Celtics Video



Third Place

Yearbook, a personally autographed color photo enlargement of their favorite Celtic and a complimentary subscription to *Celtics Pride*.

To learn how you could be the lucky winner of a sideline pass to photograph the World Champions, see the contest details on page 12.

ORGANIZE AND PROTECT YOUR COPIES OF CELTICS PRIDE

Now there's an easy way to keep copies of your favorite magazine readily available for future reference.

Designed exclusively for *Celtics Pride* by Jesse Jones Industries, these custom-made titled cases are sized to hold a year's issues (may vary with issue sizes) • Reinforced board covered with durable leather-like material in green • Title is hot-stamped in gold • Free personalization foil included for indexing year • Cases are V-notched for easy access.



WESTON PRODUCTS 49 Locust Ave. New Canaan, CT 06840	Quantity One Two	Cases \$14.00 \$27.00
Please send _____ cases.		
☐ Enclosed is \$ _____	Add \$1 per case postage and handling. Outside USA \$2.50 per case. (U.S. funds only.)	
☐ Check		
☐ Money Order		
Print Name _____		
Address _____	No P.O. Box Numbers Please	
City/State/Zip _____		

Boston Celtics Crossword Puzzle

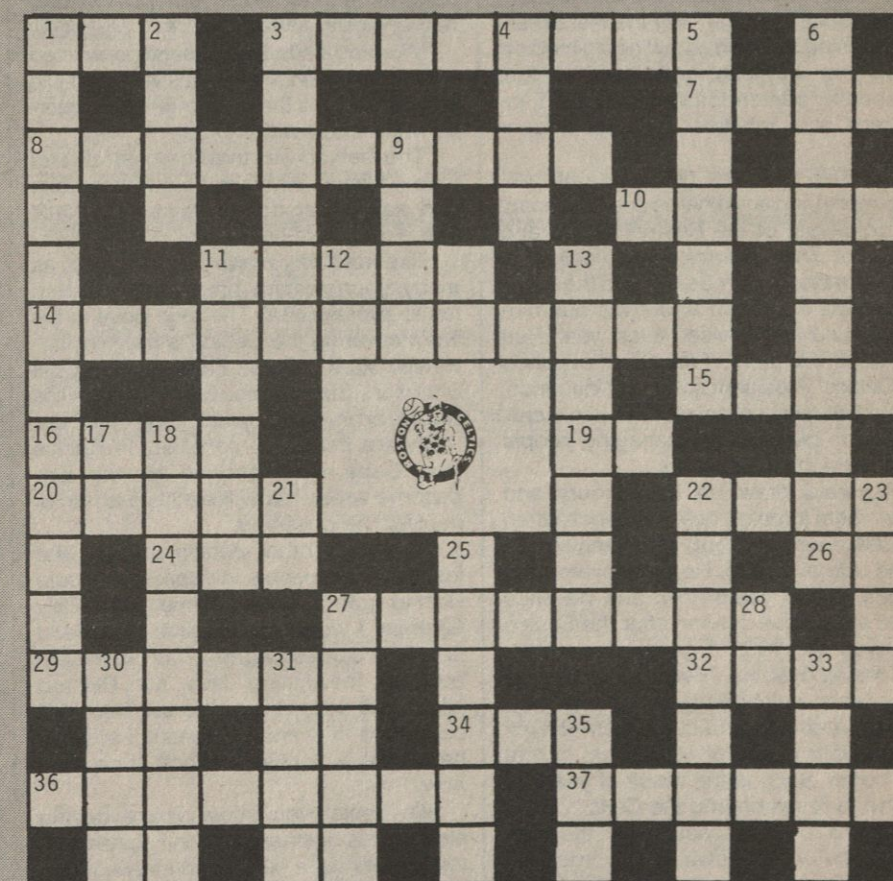
CLUES

ACROSS

- Shooting from the _____ of the key
- To sign in with your signature
- Preposition: on
- Intermission Break (2 wds.)
- TV Award
- A former Celtic player JACKSON
- Shouting word from a fan (3 wds.)
- Property claim
- Money
- Tuberculosis
- Additional people; meaning
- Calendar reference in days
- Color of a traffic signal light
- Spanish reply word
- CHICAGO BULLS state
- Play-by-play TV announcer: GIL
- Skin lesion
- Military initials
- TRAILBLAZERS city
- Body pain discomfort

DOWN

- Team violation
- To shove
- Basketball scouts statement
- Block that _____
- A former Celtic superstar: BILL
- CLIPPERS or LAKERS
- A former Celtic player JOHNSON
- Songbird
- The World map
- Team conference
- Meet me _____ the game!
- Masonic members are called this
- Thoroughfare abbrev.
- Referees tool
- GREG _____
- Weather factor
- MVP of 1985-86 NBA All-Star game: _____ THOMAS
- Expressive word
- Celebus ox
- Unctuous
- A former NBA star: WILLIS
- A former Celtic player JIM



Solution on Page 23



M.L. Carr

A Special Man

I have stated in this space and other places my ambition to play with the Boston Celtics when I was growing up in North Carolina. After a brief trial in 1974, I began a long circuitous route and finally reached a position where I could play with the team. I was a free agent after a strong season in Detroit—the league leader in minutes played, all-Defensive Team, averaging 18 points a game. It was the summer of 1979 and I

began a series of negotiations with the Celtics and Red Auerbach.

When I left Detroit I had my stats memorized. I figured I could mention stats and begin negotiating from a position of personal strength. I had had a strong offer from the Knicks. I walked into the office and Red commented, "I bet this will be the only time you'll be wearing a suit coat!" I answered, "It's the only one I can afford!" We both had a chuckle. Red will not only



Red's the head of the Family.

search out talent, he'll search out character. Red Auerbach will sacrifice talent at times for the type of personality he's looking for. Back to the Carr-Auerbach bargaining session: I referred to my stats, and Red said "Well you had to get those types of stats for Detroit."

"You see, we have this kid Bird coming in who will be able to score. We have Dave Cowens, Tiny Archibald, Cedric Maxwell. We would want you to be a defensive stopper with our club. To take pride in that."

He also told me the money that I was asking—the offer I already had from the Knicks—was not out there. I thought I must have been dreaming! It's history now anyway and I signed with the Celtics for the lesser offer.

What makes Red and the Celtics special? I think Red has built a system that has withstood the test of time. He has a team and an organization which has a big Team Ego and deferential individual ego. The success has perpetuated itself; in business and in sports, everybody wants to be part of a successful organization. Red's a superior negotiator. I know in basketball, stats have a secondary place

in history on the Celtics. A rebounder comes in and says I can rebound. Red can go to the record book and simply say Bill Russell had 25 rebounds most nights when he was playing and end of discussion. But stats don't count here.

My years with the Celtics were the most meaningful in my life. Any player I think who has played here would say that. The loyalty here is unparalleled; Paul Silas, Quinn Buckner were players who put it best: although they played with other teams, they always think of themselves as Celtics. And it goes deeper than winning games.

Red Auerbach's office was always open to the players to talk. And I don't believe that it's threatening to the coaches; Red's a tremendous resource for talking about the game. The best there is. We would talk about specific situations including in my case, why I would go for a steal with :05 remaining, for example. I'd say I saw the chance and went for it. He'd say, that's all right, but you're giving the man the opportunity to score a "free" basket. And there was the historical reference point. Red coached the best—Russell, K.C. Jones—and he knew what the masters did. He might say "If that was K.C., he'd never have gone for the steal." It wasn't taken as negative criticism. It was teaching. Red, as executive, would come into the locker room after the games and walk around the room. If he'd wink at you you were OK. Maybe he'd flick some ashes off his cigar if he liked the way you played. But if he asked you questions, it was a curse. You might not have liked ashes, but those ashes were a blessing.

It's amazing with Red. The man is in his late sixties but there isn't a generation gap between the players and himself. He talks the language of basketball which is enduring, like the grandfather sitting around the fireplace telling stories. The stories apply to basketball and they apply to business. If you have an appointment in business, be fifteen minutes early rather than two minutes late. If you want to be perceived as professional, look and act in a professional manner. And the man is not perfect; for example, I'd be interested in hearing about his mistakes and how he dealt with error. Red uses an old Oriental proverb: Beat me one time, shame on you. Beat me two times, shame on me.

I think you have to go back to the beginning of the man's career in Boston, as coach. He won 938 games with tremendous adversity. Red coached this team worrying about catching the trains, and with anxiety about meeting the payroll. The remarkable distance he put between himself and coaches who have competed! Red built the best franchise in sports in a hockey city. It's a tribute to his ability to motivate.

There's a bias to what follows. I think that of all the great sports teams—the Yankees and Cowboys, for example—there isn't a team which has the bond of people associated with the Celtics. If there is a disagreement, the argument is dealt with within the family. The relationship among the people here exists from Chuck Connors to the newer people here. In my career, Detroit was a great opportunity for me but like Quinn and Paul I always will consider myself a Celtic. I think there is something special here, a loyalty. I think we saw that during the Red Auerbach Weekend, when all the different generations of Celtics were on hand. All of us were there to pay tribute to the Celtic organization, a team, and the man who made it happen. A special man.

By the Numbers

The Celtics were defeated in Utah one night after losing in Los Angeles but righted themselves with a sweep of the Texas teams and three wins in Hartford and Boston. Atlanta defeated the Celtics, February 27, 115-105. Boston won their next game, 112-102 in the Garden over the Pistons, Sunday night, as Kevin McHale scored 38 points and had 14 rebounds.

McHale must dance in the street, as the song goes, when he takes the floor against the Pistons. It was two years ago the same Sunday that McHale set a franchise record (since broken by Larry Bird) with 56 points against Detroit. When the teams met in the playoffs that year, McHale averaged 21.0 ppg in his first stint as a starter. Last season Kevin shot .638 against Chuck Daly's team while scoring 25.2 vs. Detroit. This season Kevin's continued his assault: he had 20 points in his first game at Detroit November 15 with

3 blocks, then had 37 with 12 rebounds on Jan. 10.

The Celts' back-to-back 113-96 win over Dallas and 99-92 victory in Houston marked the 18th time Boston's held teams under 100 points. The C's are 16-2 in such contests. Last year: 19-1 for the entire season.

Danny Ainge: Now the league leader in Free Throws at .912 (103-113) and 3rd in the circuit in 3-point FG Shooting, at .451 (55-122). Scored 25 with 7 assists and 5 rebounds at Dallas, 15 points, 6 assists, 3 steals at Houston, and 17 points, 9 assists, 5 rebounds—including critical 3-4 from three point range in finale on trip in San Antonio. 25-27 FTs; best game after trip was 20 point-11 assist, 2 steal effort at Atlanta. Season high in assists in latter game.

Larry Bird: Season high of 43 points against Portland and five times in double

figures in rebounds. Triple double in Dallas—16 points, 12 rebounds, 11 assists. Scored 32 points in first half at SA, 34 in the game. Added 10 assists in that game. Also: 35 points-11 rebounds in Hartford vs. Nets; 34 points, 9 assists at Atlanta, 23 points, 9 assists at home against Detroit, Sunday night. Has scored over 40 twice this season, over 30 17 times. Led the team in scoring 27 times.

Rick Carlisle: K.C. went to Carlisle at the start of the fourth quarter in Atlanta, hunch-playing, with the Celtics losing 85-81. In six minutes, 0-2 from the field, both shots barely missing, including a three-point FG which rimmed the basket. Scored in Utah, other games didn't play. Atlanta outing demonstrated his professionalism.

Darren Daye: Had an excellent Texas trip: 4 points, 3 rebounds, an assist and steal in 12 minutes in Dallas; 1-1 FGs in Houston and in San Antonio, 3-4 FGs, 8 points, 3 assists and 2 rebounds in 13 minutes. Dallas and SA outings were in critical periods of those games, 2nd and 4th quarters, respectively. 2-5 FGs vs. Portland and 3 points and 3 rebounds against Detroit. 8.9 rebounds per contest in 48 minute projections (numbers as the player's real stats would be if the player played 48 minutes).

Conner Henry: Henry, like Carlisle, received his first meaningful minutes since his 2nd quarter outing against Philadelphia, Jan. 25 in game against New Jersey in Hartford. 0-3 FGs, but an assist and still confident with the ball and in court awareness. Best effort of trip in Texas was in Dallas: 3-4 FGs, including 2-2 3-PT. FGs, 8 points, 1 assist. Played a minute in Houston, where he began the season. Illness kept him out of Atlanta trip.

Dennis Johnson: Starred in Dallas when the team broke two-game losing streak with 11 points, 9 assists, 7 rebounds. The next night in Houston, 15 points, 6 assists, 3 steals. Returned home with 13 point 13 assist effort against Nets in Hartford and had 18 with 7 assists, including 12-12 FTs. Injured heel in first quarter against Hawks in road loss; feared out a week, he was back in there against Pistons the following game and had 18 points and 9 assists.

Greg Kite: Suffered a miserable week physically. Fractured his nose and upper jaw against Jazz Feb. 16th and then was knocked woozy in Atlanta, suffering an eight-inch cut over right eye. Still being

used to back Parish and McHale up in game situations. 4 rebounds and block in 11 minutes in Dallas; 3 rebounds in 10 minutes in Houston; 2 points in 8 minutes against Nets in Hartford; 2 points, 2 rebounds in 9 minutes against Pistons Sunday. Despite injuries, didn't miss game.

Kevin McHale: Leads NBA in field goal percentage with .607. 28 points, 11 rebounds, 3 blocks in win over Dallas; 21 points, 12 rebounds, 2 blocks in Houston; appeared tired, but 21 points, 7 rebounds in final game of Texas trip in San Antonio. Back home in Hartford he had 31 against Nets, with 8 rebounds and a block. 21 points, 7 rebounds and block against Atlanta and 38 points, 14 rebounds, 3 blocks against Pistons. McHale has had 18 games with 30+ points.

Robert Parish: Continued having a superior season with Big Games in Dallas and Houston; scored 14 with 14 rebounds and 3 blocks against Mavericks and scored 30 with 12 rebounds against Olajuwon (15 points, 11 rebounds). Carried team with Bird in San Antonio by shooting 9 of 10 from field for 19 points. Also had 15 rebounds and 3 blocks. Had begun week with 19 points and 12 rebounds against Eaton in Utah (Eaton blocked 4 C's FGA). Parish returned east and had best outing against Pistons: 10 points, 15 rebounds, 2 blocks. 15+ rebounds ten times this season.

Jerry Sichting: Sichting, along with the rest of the bench, played well in the Texas phase of the trip. Added punch in second quarter in Dallas with 4 points and rebound in 10 minutes; 3-8 from field in 18 minutes in Houston, 6 points, 1 assist and 1 rebound; 4 points, 2 rebounds, 2 assists in SA. Two for six in 18 minutes vs. Portland, 4 points, 3 assists. 21 minutes, 4-7 FGs, 2 assists, 1 rebound and steal against Detroit. Eight field goals attempted his most since Nov. 19 in start against Atlanta.

Fred Roberts: One beat writer, one of the most respected in the profession, thinks Roberts can play, worries that he'll be relegated to the pines for the rest of the year.

Sam Vincent: K.C. Jones likes the competitive edge in the young player while insisting that there simply isn't enough time for five guards. During west coast trip, Vincent found his confidence as a player. Since the team returned home from the west, his time's been limited.

Top Celtics Performances February 17-March 2

SCORING

Larry Bird 43 vs. Portland, February 25
Kevin McHale 38 vs. Detroit, March 2
Larry Bird 35 vs. New Jersey, February 23
Larry Bird 34 at San Antonio, February 21
Larry Bird 34 at Atlanta, February 27
Kevin McHale 31 vs. New Jersey, February 23
Robert Parish 30 at Houston, February 19

REBOUNDS

Robert Parish 15 at San Antonio, February 21
Robert Parish 15 vs. Detroit, March 2
Robert Parish 14 at Dallas, February 18
Kevin McHale 14 vs. Detroit, March 2
Kevin McHale 13 vs. Portland, February 25
Robert Parish 13 vs. Portland, February 25

ASSISTS

Dennis Johnson 13 vs. New Jersey, February 23
Larry Bird 11 at Dallas, February 18
Danny Ainge 11 at Atlanta, February 27
Larry Bird 10 at San Antonio, February 21

STEALS

Danny Ainge 4 vs. New Jersey, February 23
Larry Bird 3 vs. New Jersey, February 23
Dennis Johnson 3 at Houston, February 19
Bird, Ainge (4 times), Johnson and Daye had 2 steals.

BLOCKED SHOTS

Kevin McHale 3 at Dallas, February 18
Robert Parish 3 at Dallas, February 18
Robert Parish 3 at San Antonio, February 21
Kevin McHale 3 vs. Portland, February 25
Kevin McHale 3 vs. Detroit, March 1

WON 43, LOST 15

Boston Celtics Statistics

THROUGH SUNDAY, MARCH 1, 1987

PLAYER	G	GS	MIN	-FIELD GOALS-			3-PT	FG	-FREE THROWS-			--REBOUNDS--					AST	PF	DQ	STL	TO	BLK	PTS	AVG	H
				FG	FGA	PCT			FG	FGA	FT	FTA	PCT	OFF	DEF	TOT									
BIRD	52	51	2092	511	1009	506	66	170	295	328	899	76	393	469	379	124	2	92	167	51	1383	26.6	43		
MCHALE	59	58	2297	599	987	607	0	3	338	405	835	189	390	579	155	183	1	30	158	137	1536	26.5	38		
PARISH	58	58	2166	428	763	561	0	1	169	220	768	203	433	636	124	199	5	53	138	105	1025	17.7	34		
AINGE	48	44	1651	268	561	478	56	125	104	115	904	34	128	162	261	130	1	72	95	11	696	14.5	34		
JOHNSON	58	58	2167	317	718	442	5	43	174	207	841	34	165	199	431	147	0	58	134	33	813	14.0	27		
SICHTING	34	9	1044	133	268	496	5	16	28	33	848	18	41	59	124	83	0	24	39	1	299	5.5	20		
ROBERTS	51	5	784	92	196	469	0	3	91	116	784	41	105	146	47	100	0	16	73	18	275	5.4	23		
VINCENT	37	5	319	47	107	439	0	0	38	42	905	4	19	23	51	27	0	12	27	1	132	3.6	10		
HEDMAN	6	2	78	9	27	333	1	2	1	2	500	3	6	9	5	6	0	2	3	2	20	3.3	9		
DAYE (TOT)	38	0	387	49	110	445	0	0	20	34	588	20	53	73	38	54	0	14	37	4	118	3.1	10		
DAYE (BOS)	37	0	380	49	110	445	0	0	20	34	588	20	52	72	37	52	0	14	36	4	118	3.2	10		
CARLISLE	39	0	279	30	89	337	5	15	12	16	750	8	20	28	32	26	0	5	21	0	77	2.0	10		
HENRY (TOT)	35	0	188	23	74	311	8	24	13	18	722	2	18	20	18	17	0	8	15	0	67	1.9	11		
HENRY (BOS)	17	0	96	15	41	366	7	13	6	8	750	2	11	13	10	10	0	5	6	0	43	2.5	11		
KITE	53	0	510	31	75	413	0	1	19	52	365	41	77	118	16	104	1	12	23	31	81	1.5	6		
CELTICS	58		13970	2541	4980	510	145	394	1300	1594	816	679	1555	2534	1676	1204	10	397	940	394	6527	112.5	135		
OPPONENTS	58		13970	2445	5355	457	83	291	1152	1530	753	898	1623	2521	1449	1380	10	515	816	231	6125	105.6	128		

Solution to Celtics Puzzle

T	O	P	R	E	G	I	S	T	E	R	L
H	U	E	R	I	D	U	P	O	N		
R	E	S	T	E	R	I	O	D	S		
E	H	O	I	T	O	S	C	A	R		
E	T	R	A	C	E	E	N				
S	H	O	O	T	H	E	R	A	L	L	
E	W	L	L	S	L	L	I	E	N		
C	A	S	H	A	T	B	L				
O	T	H	E	R	S						
N	R	E	D	C	R	H	S	T			
D	I	L	L	I	N	O	I	S	T		
S	A	N	T	O	S	O	S	O	R	E	
N	E	I	L	U	S	A	T	E			
P	O	R	T	L	A	N	D	R	E	L	I
A	S	Y	H	Y	D	E	D				

Game by Game

Utah 109 Boston 89 at Salt Lake City, February 16

Utah broke away from a halftime deadlock to easily defeat the Celtics as Karl Malone paced the Jazz scoring with 25 points. For the visitors, the defeat marked their second consecutive defeat as it came on right after the Green had been defeated in an emotional game by the Lakers.

The Celtics were fatigued and the Jazz coach, Frank Layden worked on it, using his underrated bench (Darrell Griffith, Thurl Bailey, John Stockton, Kent Benson) to advantage. The Celtics led early, but Utah pushed the ball up against the Celtics and won the battle of the boards. Mark Eaton, the league's leading shot-blocker, had rejections. Still, Robert Parish grabbed 11 rebounds to keep the Celtics in the game.

The teams battled to a 53-53 tie at the half, but after intermission it was all Utah. Darrell Griffith stopped any thoughts of a Celtic rally in the late stages with deadly shooting from 3-point distance. Griffith nailed 5-8 from the far outside, and with 3:20 remaining in the game and the Jazz comfortably in front, 97-78, K.C. Jones pulled the starters.

"With the Texas trip still in front of us, I felt that was the best choice," Jones commented after. "We were tired, banged up. You have to start coaching for the next game."

Greg Kite suffered a broken nose in a fierce collision with Bobby Hansen, the Jazz guard, a grim result of the physical play. Larry Bird led the Celtic's scoring with 26.

Boston 113 Dallas 96 February 18, at Reunion Arena

Boston regrouped in Texas, winning 113-96 over a strong Dallas Mavericks' team. Kevin McHale paced the scoring with 28 points and Robert Parish added 14 rebounds. For the Mavericks, Mark Aguirre tallied 28.

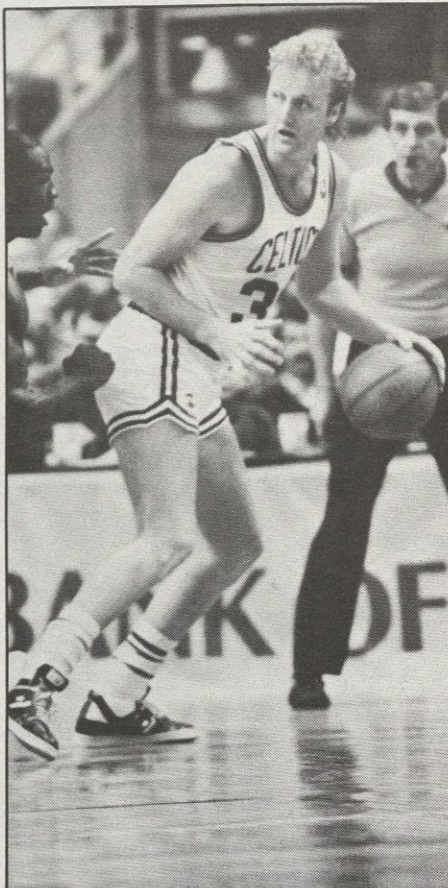
The teams battled on even terms throughout the first quarter with the Celtics edging out to a 30-29 at the end of the period. Then with Darren Daye leading the defense and sparking the running game, the Celtics' second unit surprised the Mavericks, running off to a fast 11-point lead midway through the second quarter.

Boston continued to play their strong halfcourt game throughout the first ten minutes of the third quarter, again by the starters, and the lead grew to 88-58. Dallas would make a concentrated run at Boston, chiefly with their bench players Brad Davis and Detlef Schrempf. Early in the fourth quarter they had reduced the lead to 98-79, but Boston retained control of the game.

"I thought it was important for us to come out from the beginning and play well," commented Parish after the game. "They had played very well on the boards in Boston (James Donaldson had 21 rebounds in the 117-108 Boston victory, January 14). We didn't want to let them get established out there in any way."

Boston 95 Houston 92 at The Summit, February 19

The Celtics won their second consecutive game on the Texas phase of the eight-game road trip by defeating the Rockets in another physical game. In the third period, Larry Bird was temporarily knocked out of the game when a wild



Larry put on a show in Texas.

Akeem Olajuwon elbow opened up a five-stitch cut under his right eye. After a 20-second timeout—Dennis Johnson deliberately took a foul in order to stop the clock—Bird dashed into the locker room for immediate attention. He returned to

shoot the free throws and then went back for the stitches. He would return later in the game.

The game between the teams was as physical as others in their history of games against each other, but considerably closer than the first contest this season, a 122-99 Celtic victory. The Rockets led at halftime, 51-49, with a strong running game. But behind the rebounding of Robert Parish and Kevin McHale—each with 12—the Celtics assumed control of the game in the second half. They edged out to a pair of six-point leads and settled for a 72-71 lead at the end of three quarters using Parish's inside scoring (an assortment of offensive rebounds and baseline turnarounds). McHale, although effective in rebounding action, was against an aroused former teammate Cedric Maxwell. The Celtics looked to Parish in this game.

"I think I concentrate more when I play a center the quality of Akeem," remarked Parish after. My shots were there and I had the rhythm so I kept shooting. It was Parish's best scoring output since his 28-point 35 rebound game against Sacramento, January 9.

Boston 121 San Antonio 113 at the HemisFair, February 21

Larry Bird scored 32 points in the first half to spark an early Boston surge as the Celtics concluded their two-week, eight game road trip with a win in San Antonio. The game bore striking resemblance to Bird's game here of a year ago. On March 13th last year, Bird lit up the Spurs for 31 in the first half as the C's won, 135-119. In each game, Bird scored only two points in the second half. In each game, the message was delivered early.

Boston exploded early, wanting to make the game's result a foregone conclusion, seemingly that would get them on the plane back to Boston sooner. Midway through the first quarter, they led, 34-15. San Antonio gradually fought their way back in during the last eighteen minutes of the half and trailed by only 66-57 at halftime, chiefly behind the efforts of Walter Berry, the rookie acquired from Portland. Since moving into the Spurs' starting lineup (in a stretch, the Spurs won six straight), Berry was averaging 18.2 ppg. This, after hardly playing in Portland.

San Antonio outthrust the Celtics after the break and drew within three at 84-81, as Berry scored 12 and Alvin Robertson scored 14 third quarter points. But Boston would regroup, behind Bird, Darren Daye, Jerry Sichting, and Danny Ainge. In the closing moments of the 3rd quarter, they keyed a final rally to give the Celtics a 12-point lead and the Celtics had the win, their 6th in the 8 games played on the trip.

Boston 116 New Jersey 103 February 23, at Hartford Civic Center

The All-Star forward duo of Larry Bird and Kevin McHale combined for 66 points as the Celtics broke away in the final minutes to register the win in Hartford. The Nets, suffering through a dismal (13-39 record, last in the Eastern Conference), still managed to play the Celtics closely as they had in the previous C's home meeting with their Jersey rivals, a 108-98 C's win December 10th.

Mike Gminski led the Nets with 28 points and 15 rebounds and Buck Williams had 19 points, 8 boards. Dennis Johnson had 13 assists for the Celtics to propel Bird's 35-point performance and McHale's 31 points.

In the contest, there were eight ties and twelve lead changes. The Nets led early and actually controlled the margin throughout the first seventeen minutes. But a McHale lay-in in the second quarter gave the Celtics a lead and from there the Nets were scrambling to stay with their stronger opponent. The Net quintet of King-Williams-Gminski-Tony Brown-Leon Wood took a 60-54 halftime advantage, but after the break, Bird led a rally (an assist, a 3-point FG, 7 points) for a 61-60 lead.

"I thought we played well—for 45 minutes," observed Coach Dave Wohl of the Nets after the game. "But against an

experienced team like the Celtics, you have to do it from the beginning to the end. With a pair of forwards like Bird and McHale, there isn't much a team can do to shut the Celtics off totally. McHale is a 'must' double-team, and Bird, despite playing small forward, will usually have a height advantage anyway."

Boston 122 Portland 114 February 25, at Boston Garden

The Celtics rallied from a 57-47 second quarter deficit and won with the all around play of Larry Bird. Bird scored 43 points, his season high and took much of Kiki Vandeweghe's scoring effectiveness away by posting the Trail Blazer small forward. Steve Johnson led the Trail Blazers with 34 points.

But it was the relentless running game of the Trail Blazers which built up the early advantage. According to Jimmy Rodgers, the Blazers were able to score freely because they were producing points from three areas. "The post-up game was strong from Johnson. Vandeweghe was scoring from the wing, and then Terry Porter was doing damage from the point." Porter, the Blazers' playmaking guard, had 11 points, 13 assists and 4 steals in the game.

The Celtics starters with an assist from Jerry Sichting, rallied in the third period after Portland had grabbed a 76-67 advantage on a turn-around jumper by Steve Johnson. Bird scored seven points in a 16-5 run, which included a 3-point field goal. The game was deadlocked at 88 heading into the final stanza.

At that point, the money man, Dennis Johnson shouldered the burden. He scored 14 points in the final quarter including eight of the team's final twelve, mostly out of the set offense. It capped another strong half-court effort by the Celtics and again the All-Star frontcourt all had double digit rebounding games: Kevin McHale and Robert Parish each had 13 rebounds and Bird 11.

Portland was the only team to have defeated the Celtics in the Garden last season, winning 121-103 on December 6 of '85. Boston won the teams' first game in Portland, 131-116 on February 13.

Atlanta 115 Boston 105 February 28 at The Omni

The Hawks defeated the Celtics for the

third time in Atlanta behind the 36-points performance of Dominique Wilkins. Doc Rivers, Hawks point guard also starred, scoring 12 points in the final six minutes of the contest, shrugging off a cut eye in the fourth stanza.

Injury cast its dark shadow on the Celtics in this contest forcing the Celtics lead guard, Dennis Johnson, from the contest in the opening minutes of the ballgame. Johnson was injured when he drove right to left down the lane. He stepped on Kevin Willis's foot and injured his left heel. The Celtics, mainly behind Bird (34 points, 9 rebounds, 6 assists), ironically at that time were rolling. They led 36-25 at the quarter and pushed the lead to 43-26 on a 7-1 rush at the start of the second quarter.

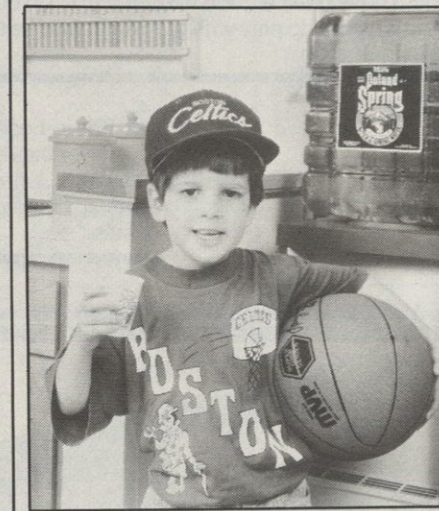
It would be a last stand. Willis (16 points, 15 rebounds) began mixing it up inside with Jon Koncak and soon after Robert Parish was headed to the bench with foul problems. Parish had picked up

two early and he had five fouls in the 3rd quarter.

The Hawks had closed the gap to 59-56 at the half and in the 3rd quarter they took the lead. Rivers and John Battle pushed the ball up the court and Wilkins scored several acrobatic shots to push the Hawks out in front 81-74. The Hawks' advantage grew to 102-91 with the added contributions from Scott Hastings off the bench.

At 5:38, the Celtics challenged behind Bird and Danny Ainge (20 points, 11 assists): Bird had a three-point field goal as did Ainge, and Danny swept through the lane for a hanging short jump. But Rivers scored a foul line jumper and the Hawks outdefended Boston down the stretch.

The Hawks outrebounded the Celtics, 47-35 as Koncak contributed ten boards. Parish led the Celts with 10 rebounds. Atlanta through '86 lost ten straight games to Boston at home. But this is a different year.

Proud of Association with Celtics
Poland Springs

Poland Springs:Proud of Celtics Image.

ple, we had an exhibit at the New England Home Show recently and we took advantage of using the display. We had a young man wearing a Celtic t-shirt and pose with a display. I think we, as a company, need to take as much advantage of our relationship with the Celtics and with advertising sources the Celtics use."

Poland Springs advertises with the program sold at Celtics games at the Garden as well as in *Celtics Pride*. One of the company's recent promotions features Kevin McHale shooting a jumper and coupons have been offered, which will offer free rental of a cooler rental if the client presents the coupon or mentions the name Celtics.

The Perrier Group bought Poland Springs in 1980. The organization sells as far south as Washington, D.C. and as far west as Ohio. Poland Springs moved into New York in 1980 and has at this time become the largest selling water in the state.

In addition, Perrier has expanded its own product line. Now the water is flavored, with orange, lemon-lime, cherry-cola. In the past year, the aforementioned growth has been thirty percent.

"There's a definite targeted audience, although we refuse to limit our potential. We think at this time the products we are promoting are popular with educated consumers, those who read the papers and are concerned with matters like the DWI problem.

"People may go out and have a few beers. But at the end of the night we're hoping, for our sake and for the consumers' safety, they are turning to Perrier before they get behind the wheel. Research shows that more people are doing this."

Gerald Henderson was one of the Celtics who was involved with promoting the firm while that player was with the Celtics. "But we feel that being related to the Celtics—their tradition and the class in which their players and their organization carry themselves—has to be a positive attribute for our image, an image that we're proud of. We feel we are promoting a product which is benefiting the society as a whole."

Celtics, 113 — Dallas, 96

at Dallas

BOSTON							
	Min	FG	FT	Reb	A	F	
McHale	37	13-21	2-2	5-11	1	4	
Bird	40	7-19	1-12	2-12	11	3	
Parish	40	6-10	2-4	3-14	3	2	
Johnson	42	4-7	2-2	2-7	9	3	
Ainge	34	11-19	3-3	3-5	7	3	
Sichting	10	2-5	0-0	0-1	0	2	
Daye	12	1-3	2-4	1-3	1	1	
Kite	11	0-2	1-2	2-4	1	1	
Roberts	6	0-1	2-2	0-1	0	4	
Henry	4	0-1	0-0	0-1	0	1	
Vincent	2	0-1	0-0	0-1	0	1	
Carlisle	2	0-1	0-2	0-0	0	0	

TOTALS 240 47-93 15-22 18-59 34 25 110

Percentages: FG—50.5, FT—68.2; 3-PT FGs—40.0 (Henry 2-2, Johnson 1-1, Bird 1-4, Ainge 0-2, Sichting 0-1). Rebounds: 5 Team. Blocked shots: 9 (McHale 3, Parish 3, Bird 2, Kite 2, Turnovers: 18 (McHale 4, Daye 3, Bird 2, Parish 2, Johnson 2, Sichting 2, Ainge, Kite, Roberts). Steals: 6 (Ainge 2, Bird, Parish, Daye, Kite).

Celtics, 99 — Houston, 92

at Houston

Aguirre	38	11-26	5-8	1-1	1	5
Perkins	36	10-18	0-1	0-6	0	3
Donaldson	30	1-1	0-2	2-8	2	3
Davis	38	3-6	3-4	0-5	6	3
Blackman	30	3-13	2-2	1-5	7	2
Schrempf	24	3-7	0-0	0-0	1	1
Trapley	19	3-8	3-4	6-10	2	1
Wennington	18	2-8	3-3	5-8	2	3
Nutt	5	1-2	0-0	0-0	1	0
Blab	2	0-2	2-4	0-0	0	

TOTALS 240 41-82 17-22 13-47 28 99

Percentages: FG—50.0, FT—77.3; 3-PT FGs—40.0 (Ainge 0-2). Rebounds: 12 Team. Blocked shots: 3 (McHale 2, Parish). Turnovers: 17 (Johnson 4, Bird 3, Parish 3, McHale 2, Ainge 2, Sichting 2). Steals: 6 (Johnson 3, Bird 2, Ainge).

Celtics, 116 — New Jersey, 103

at Hartford

Boston	30	37	23	23	-
Dallas	29	17	24	26	-

Technical fouls: Dallas (Aguirre, :26 1:
17,007. **T:** 1:56. **Officials:** Mathis, Saar.

TOTALS 240 44-92 15-20 13-39 28 103

Percentages: FG—47.8, FT—75.0; 3-PT FGs—40.0 (King 0-1, Wood 0-1, R. Williams 0-1, McKenna 0-1). Rebounds: 6 Team. Blocked shots: 2 (Gminski, Turner). Turnovers: 18 (R. Williams 4, Gminski 4, B. Williams 3, King 3, Wood, Brown, Turner, McKenna). Steals: 11 (B. Williams 2, Wood 2, R. Williams 2, King, Gminski, Brown, McKenna, Coleman).

Celtics, 122 — Portland, 116

at Boston Garden

		PORTLAND					BOSTON					
		Min	M-A	M-A	O-T	A	Min	M-A	M-A	O-T	A	
Johnson	42	13-22	8-14	2-5	0	1	34	10-19	1-1	2-2	11	3
Vandeweghe	39	14-25	4-4	0-1	2	5	32	10-19	1-1	2-2	11	3
Jones	33	1-1	0-0	0-6	2	4	2	10-19	1-1	2-2	11	3
Drexler	44	9-19	1-2	2-7	9	2	19	10-19	1-1	2-2	11	3
Porter	40	5-10	0-0	0-1	13	2	11	10-19	1-1	2-2	11	3
Duckworth	10	0-0	0-0	0-2	0	2	0	10-19	1-1	2-2	11	3
Kersey	20	5-9	0-1	3-7	2	5	10	10-19	1-1	2-2	11	3
Holtton	12	3-5	2-2	0-0	1	1	8	10-19	1-1	2-2	11	3

TOTALS 240 50-91 15-23 7-29 29 22 116

Percentages: FG—54.9, FT—65.2; 3-PT FGs—11.1 (Porter 1-2, Vandeweghe 0-3, Drexler 0-2, Kersey 0-2). Rebounds: 13 Team. Blocked shots: 2 (Jones, Drexler). Turnovers: 10 (Porter 3, Johnson 2, Drexler 2, Vandeweghe, Duckworth, Holtton). Steals: 9 (Porter 4, Drexler 4, Johnson).

Celtics, 112 — Detroit 102

at Boston Garden

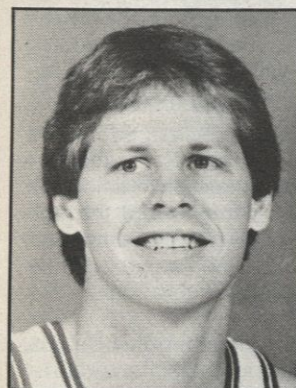
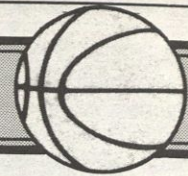
		DETROIT					BOSTON					
		Min	M-A	M-A	O-T	A	Min	M-A	M-A	O-T	A	
Green	23	6-6	2-2	3-8	0	2	12	10-19	1-1	2-2	11	3
Danley	34	5-12	4-6	1-4	1	4	14	10-19	1-1	2-2	11	3
Laimbeer	28	3-11	2-2	2-9	1	4	8	10-19	1-1	2-2	11	3
Dumars	29	4-9	2-2	0-0	3	1	10	10-19	1-1	2-2	11	3
Thomas	40	7-17	6-8	1-4	9	4	20	10-19	1-1	2-2	11	3
V. Johnson	27	7-15	3-4	0-3	3	17	17	10-19	1-1	2-2	11	3
Malhorn	23	4-6	2-2	1-6	0	4	10	10-19	1-1	2-2	11	3
Salley	23	1-4	0-0	2-4	3	5	2	10-19	1-1	2-2	11	3
Rodman	13	4-5	1-4	1-3	2	2	9	10-19	1-1	2-2	11	3

TOTALS 240 40-8

BOSTON CELTICS PRIDE



Roundball Spoken Here



Danny Ainge

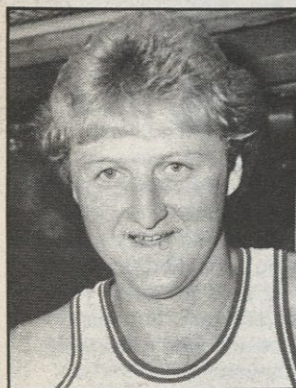
Danny Ainge on the booing he hears in opposing teams' arenas: "It bothered me at first. I take it as a compliment now. I don't want fans in the opposing arenas to say Danny Ainge is coming in to play. Good."

Red Auerbach on Bobby Knight, Coach of Indiana University, currently the Number Two ranked team in the country: "To me, Bobby Knight is a brilliant motivator. He takes every single little percentage he can get. For a number of years he'd ask me, or his buddy John Havlicek, to make a three-minute motivational cassette which he'd play for his team in special situations. When he was coaching the Olympic team he called me up and asked me to say a few words at one of their practices. I didn't have much to say. Whatever I did say, I'm not sure it mattered at all. But if he felt it gave him one-tenth of a one percent edge, that was enough to make him happy."

"He's a thinker. I was a thinker. That's one of the reasons I like him so much."



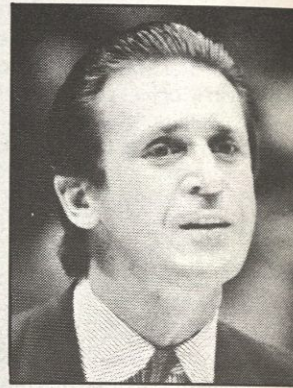
Red Auerbach



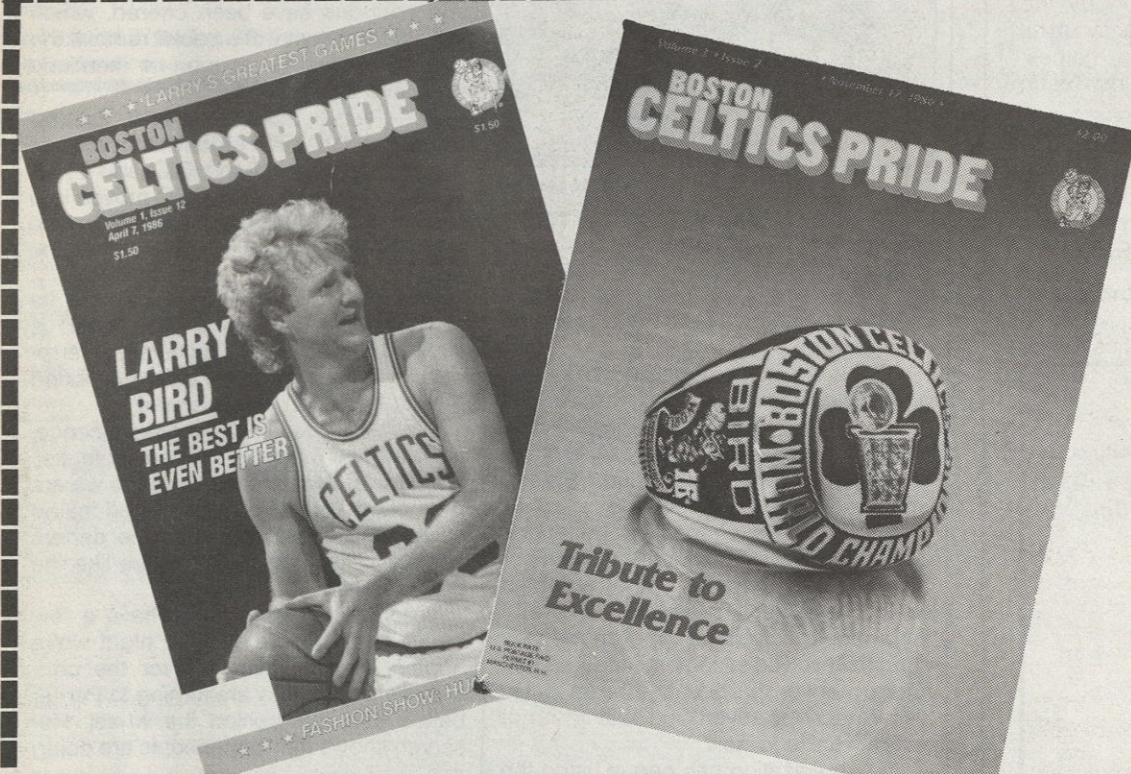
Larry Bird

Larry Bird on the All-Star Game and Julius Erving: "I wish we could have won it for Doctor J. That would have been a good way for him to go out. We play against each other all year, and it's great to play with him in a game like this. I think he's the classiest guy in the league."

Pat Riley, Los Angeles Coach, describes his game plan before meeting the Celtics for the second time: "We were preparing for the Celtics and we decided to let Dennis Johnson shoot. Suddenly, I said, 'Wait a minute. Haven't we learned anything in the past six or seven years?' You don't ignore Dennis Johnson in big games."



Pat Riley



DON'T MISS AN ISSUE! Subscribe Today To:

Join the thousands of readers who enjoy Celtics coverage unavailable to any other publication.

EACH ISSUE CONTAINS

- Celtics Diaries
- "Ask Red" Auerbach
- K.C.'s Corner
- M.L. Carr
- Celtics Greats
- Celtics Confidential
- Game by Game Reports
- Much, Much More

Only \$24.00 for a Full Year's Subscription (20 Issues)

MAIL TO: Celtics Pride, P.O. Box 9148, Boston, MA 02114

NAME _____

ADDRESS _____

STATE _____

ZIP _____

☐ Check ☐ Money Order ☐ New Subscriber ☐ Renewal

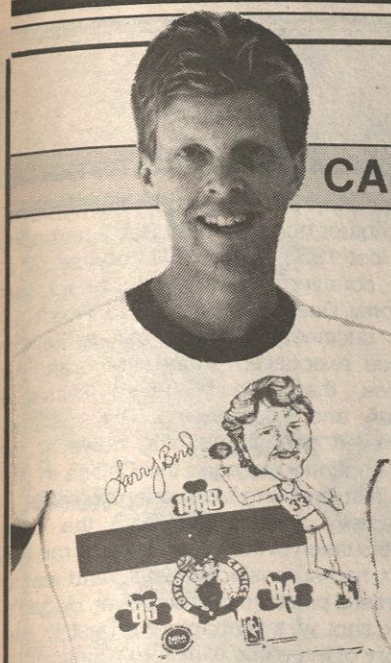
MAIL TODAY!

PUBLISHED TWICE MONTHLY DURING THE SEASON,
ONCE MONTHLY IN THE OFF-SEASON.

BOSTON CELTICS PRIDE

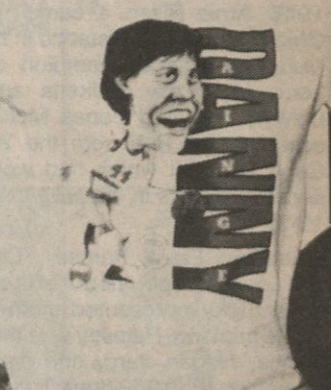
CHAMPIONSHIP MERCHANDISE AND MORE!

CARICATURE T-SHIRTS • CHOOSE YOUR FAVORITE DESIGN



- Silk Screened on high quality American Made 50/50 T-Shirts.
- Shirts are White with Green Trim.
- Adult Sizes Only.
- Officially Licensed
- Postage and Handling Included

\$12.00 EACH

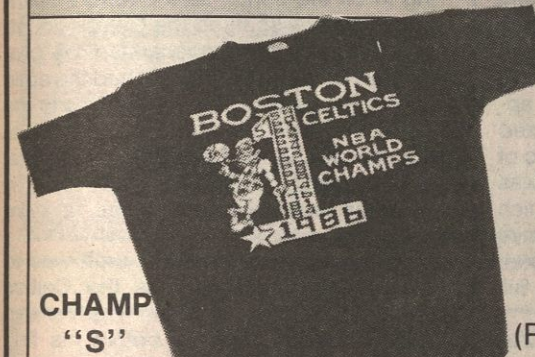


CHAMP
"A"

IN STOCK
NOW!!!

CHAMP
"B"

GREEN CHAMPIONSHIP T-SHIRTS BY STARTER



- 88% Cotton/12% Poly
- Adult Sizes Only

\$15.50 EACH

(Postage & Handling Included)

CHAMPIONSHIP CERAMIC TANKARDS



A
MUST FOR
CELTICS
FANS
...

\$16.00

Plus 2.50

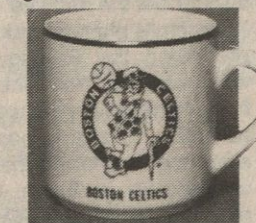
Postage and

Handling

= \$18.50 Each

These handsome 20 ounce Ceramic Tankards stand 5-3/4" high and feature the Boston Celtics full color logo...complete with appropriate rim lettering: 1985-86 NBA World Champions. The back of the tankard highlights the championship season complete with the players names and jersey numbers as well as all scores of the Celtics-Rockets championship series. Each tankard is richly double banded in 22 karat gold.

Also available is the 12 ounce Ceramic Coffee Mug with the Celtics logo on the front and the player roster and scores on the back...banded in 22 karat gold.



Coffee Mug

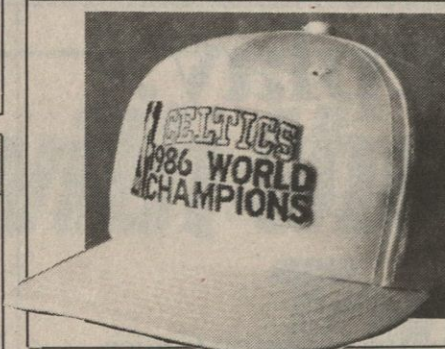
\$10.00 Each

(Postage and
Handling Included)

Tankards are also available for the following championship seasons with all scores of every playoff game on the back:

1973-74
1975-76
1980-81
1983-84

CELTICS WORLD CHAMPIONSHIP HAT



- Cotton Twill Cap
- Adjustable - So One Size Fits All!

\$16.00 plus \$1.50 Postage
& Handling = \$17.50 Each

MAIL TO: WESTON PRODUCTS
49 LOCUST AVENUE, NEW CANAAN, CT 06840
— SHIPPING AND HANDLING INCLUDED —

(Please Print)

SEND ME:

QUANT.	ITEM/DESIGN	ADULT SIZE	UNIT COST	TOTAL

TOTAL ENCLOSED \$

Make Check or Money Order to Weston Products

Name _____

Address _____

City _____

State _____

Zip _____

Please Allow 4 to 6 Weeks for Delivery.

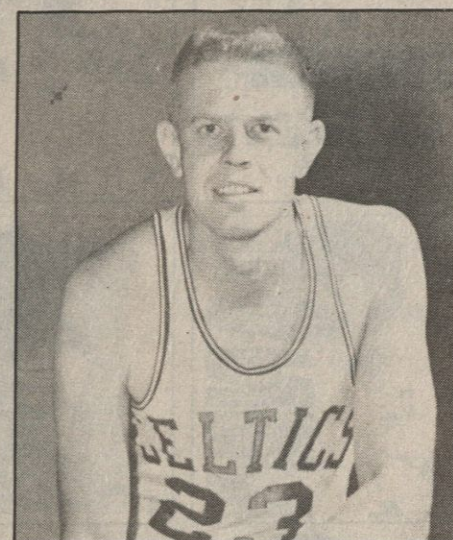


Celtics Classics

As the Celtics were constructing the Dynasty Team, Red Auerbach's drafting guidelines were simple. He'd approach the draft searching for talent, size, personality, and background. Regarding the latter, Auerbach preferred players who had played in winning situations. Bob Cousy had played on an NCAA champion at Holy Cross in 1946; Arnie Risen, a center, had taken Ohio State a good distance in the NIT; Ed Macauley was a champion on the St. Louis University Billikens and several players including Bones McKinney had accompanied Red from the Washington Caps, the unit which had won 18 consecutive games in the NBA's first year in 1946-47.

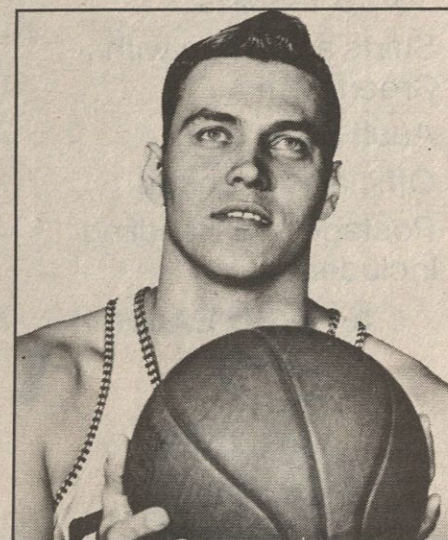
Drafting Frank Ramsey, Cliff Hagan, and Lou Tsioropoulos out of the University of Kentucky represented another example of this thinking. Ramsey was the first draft choice, Hagan third, and Tsioropoulos seventh in the 1953 draft. They were all in the 6-3/6-5 height range, could swing from guard to forward, and had formed the heart of a collegiate team which had triumphed on the court, and suffered off of it. They had played under the Baron,

Drafting Frank Ramsey, Cliff Hagan, Lou Tsioropoulos



Ramsey: First of the Great Sixth-Men.

Adolph Rupp, arguably the best coach of the first half-century of collegiate basket-



Cliff Hagan: Kentucky Gentleman.

ball. Rupp had played under Phog Allen at Kansas who had, with James Naismith, really originated the earliest thinking about how the game was to be played. Naismith viewed the game in "pure sport" terms, Allen with winning in mind. Rupp was a descendant—in history—who applied the creativity of Naismith's relaxed approach with the championship ethic of his former Kansas mentor. The result was a series of champions at Kentucky which utilized running and passing (on a team of Ralph Beard and Alex Groza) or later, expert pivot play by the 7-footer, Bill Spivey.

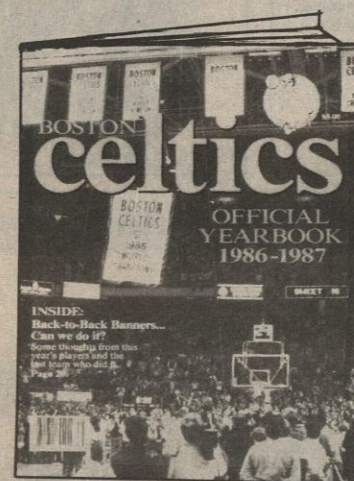
Kentucky won back-to-back NCAA titles in 1948 and 1949 and built a superb program that came to include Ramsey, Hagan, and Tsioropoulos. In 1951, Kentucky again won the NCAA title—they had been defeated the previous season by CCNY, the only collegiate team to win the NIT and the NCAA in the same season—with a 32-2 record. Ramsey was a key scorer, and in this period, Hagan's duels with fellow SEC star Bob Pettit of LSU were particularly memorable.

The atmosphere of the game was complex however. The boundaries among the collegiate, Olympic, AAU, and professional game were in its beginnings and the temptation for players to get money for play regardless of source proved overwhelming to some of the lower class athletes involved in the game. Many of the players on the CCNY team were found guilty of point-shaving and imprisoned; the gambling scandal included teams throughout the midwest as well, including Kentucky's players, mostly from the team preceding the Ramsey edition. Spivey was removed from the team when he failed to report that he was approached by gamblers to shave points, although no evidence was found that he actually had cooperated in fixing games. But the reaction from the NCAA was predictable; the investigative arm of the NCAA suspended Kentucky from competing in the tournament in 1953 for other violations, including recruiting and subsidizing. As a result, Kentucky didn't play at all in the 1953 season.

The grim reality served as background for another bold thrust by Red Auerbach. The lost 1953 season still counted as a year counting toward eligibility for the National Basketball Association draft as Red succinctly pointed out to fellow league executives during the draft. As futures, then, Red selected Ramsey, Hagan, and Tsioropoulos. The scenario had even deeper meaning however as Red continued to build the Celtics in his own fast-breaking team-oriented style.

Ramsey and Hagan were the best players taken of the three. Ramsey ran the court, had surprising strength, and was a smart and pressure-proven player. Hagan's hook shot was probably the best in the history of the game with Tom Heinsohn's. "Two players in the history of the game had shots Bill Russell couldn't block," Heinsohn remembered recently. "Dick Barnett, who played with the Lakers and the Knicks, and Cliff Hagan of the Hawks, who had the hook shot and great body control." Ramsey's personality, his ability to fit in, helped make this team, even as they awaited Russell; he was a number one draft choice who willingly accepted a role. It was a role he made famous in athletic and organizational parlance. Coming in off the bench as the fabled Sixth-Man, Ramsey sparked the Celtics countless times as they transcended the proverbial hump. Red has preached the ethic in varied settings, "It's not who starts the game, it's who's on the floor at the end that counts." When the Celtics won their first championship in 1956-57, it was Ramsey who starred in the overtimes, a non-starter.

The footnote to the 1953 draft was to occur three years later as the Celtics prepared for another draft. The Korean War had taken Ramsey before his first season with the Celtics, and Hagan before he ever played with Boston at all. Maybe if Auerbach had had Hagan, had had the versatile 6-4 player who could mix it with power underneath against far bigger foes, he might never have been able to put the deal together in 1956 with the Hawks. But Auerbach's own college coach, Bill Reinhart, had tipped Auerbach off to Bill Russell of the University of San Francisco. As Red comments, "We needed somebody to get us the ball." Russell could also run, defend with revolutionary influence, and win. With an intensity to rival any basketball player's effort on the floor, Auerbach maneuvered to land Russell, who had keyed NCAA titles in 1955 and 1956. In a virtual swap of centers, Red traded Ed Macauley and the rights to Hagan for the Hawks' first-round draft choice, 3rd overall, which was certain to be Bill Russell. The drafting of Ramsey, Hagan, and Tsioropoulos thus proved to be of critical importance in three areas. First, it helped move the game through a bleak period of its history. Second, it illustrated Auerbach's method of anticipatory thinking, a style which landed Ramsey, landed Russell, and later brought greats like Paul Silas (via trade) and Larry Bird to Boston. The continuity of the championship franchise has been built on such planning. Finally, the 1953 selection brought the team Ramsey, the Sixth-Man, a winner who understood the ideal of winning through players accepting a role and prospering, on the floor and financially, because of it.



instant replay. replay. replay.

The 1986-87 NBA World Champion Boston Celtics Yearbook is here... but not for long! This limited edition collector's issue sold out fast last year, because fans know it's the *only* yearbook officially sanctioned by the Celtics themselves. This full color glossy book is packed with action photography, team and player statistics, player biographies, season highlights and more!

To order yours, act fast... copies are limited.

Please send me _____ copies of the 1986-87 Boston Celtics Yearbook at \$6.00 each. (includes \$1.00 for shipping and handling).

☐ check or money order enclosed charge to: ☐ MC ☐ VISA

CARD # _____ EXP. _____

NAME _____
STREET _____
CITY _____ STATE _____ ZIP _____
DAYTIME PHONE _____

MAIL TO: 1986-87 BOSTON CELTICS YEARBOOK
150 CAUSEWAY ST., BOSTON MA 02114-1399
ALLOW 4-6 WEEKS FOR DELIVERY



OFFICIAL YEARBOOK OF THE BOSTON CELTICS



MARCH

HOME AND AWAY SCHEDULE...

Home Games

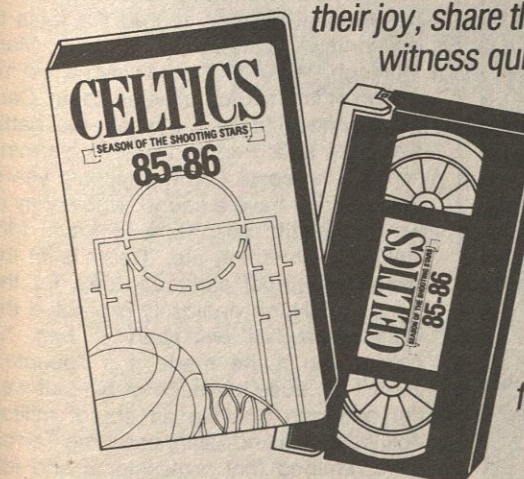
BOSTON CELTICS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 7:30 DETROIT PISTONS WRKO RADIO SPORTS CHANNEL	2 DETROIT PISTONS WRKO RADIO WLVI-TV56	3	4 7:30 UTAH JAZZ WRKO RADIO SPORTS CHANNEL	5	6 7:30 LOS ANGELES CLIPPERS WRKO RADIO SPORTS CHANNEL	7
8 NOON DETROIT PISTONS WRKO RADIO WLVI-TV56	9 DETROIT PISTONS WRKO RADIO WLVI-TV56	10	11 7:30 PHOENIX SUNS WRKO RADIO SPORTS CHANNEL	12 PHOENIX SUNS WRKO RADIO WLVI-TV56	13 7:30 INDIANA PACERS WRKO RADIO WLVI-TV56	14
15 NEW YORK KNICKS WRKO RADIO SPORTS CHANNEL	16 NEW YORK KNICKS WRKO RADIO WLVI-TV56	17 MILWAUKEE BUCKS WRKO RADIO WLVI-TV56	18 7:30 MILWAUKEE BUCKS WRKO RADIO SPORTS CHANNEL	19 MILWAUKEE BUCKS WRKO RADIO WLVI-TV56	20 7:30 SEATTLE SUPERSONICS WRKO RADIO WLVI-TV56	21
22 NEW JERSEY NETS WRKO RADIO SPORTS CHANNEL	23 NEW JERSEY NETS WRKO RADIO WLVI-TV56	24 7:30 CLEVELAND CAVS WRKO RADIO WLVI-TV56	25 CLEVELAND CAVS WRKO RADIO WLVI-TV56	26 7:30 WASHINGTON BULLETS WRKO RADIO WLVI-TV56	27 CHICAGO BULLS WRKO RADIO WLVI-TV56	28
29 1:00 PHILADELPHIA 76ers WRKO RADIO SPORTS CHANNEL	30	31 7:30 NEW YORK KNICKS WRKO RADIO WLVI-TV56				

Spend a year with the Celtics. Tonight.

Now you can share in all the "motion and emotion" of a Celtics season in your own home. This exclusive one-hour video cassette contains footage no one has ever been allowed to film before. Pre-game planning sessions, half-time huddles, post-game analyses. The team on the road, in the locker room, and on the court in their most thrilling regular season and playoff game highlights.

You'll see the Celts that fans never see—experience their pain and their joy, share the excitement of their triumphs, witness quiet moments with family at home.



You'll spend a year with one of the most extraordinary Celtics teams ever in a video that's sure to become a collector's item.

Send for your Celtics Video Yearbook today. And don't forget to order extras for gifts.

Send me _____ Celtics Video Yearbook(s) at \$45.00 each (complete)

Format: VHS ☐ Beta ☐

Check enclosed ☐ Bill my MasterCard ☐ Visa ☐

_____ Expiration date _____

Name _____

Address _____

City _____ State _____ Zip _____

Signature/Date _____

Allow 3-4 weeks for delivery.

Mail to:
Boston Celtics Video Yearbook
P.O. Box 8607
Boston, MA 02114

COLLECTOR'S EDITION
NOT AVAILABLE
IN STORES.

Celtics Greats

The Original Celtic

J. Howie McHugh

Howie McHugh, who passed away May 7, 1983, was described in a memorial section of the Celtics Media Guide of that year as "the Original Boston Celtic." McHugh served the team as Publicity Director for thirty-seven years and it was a position wonderfully suited to the man. With Walter Brown (the team's first owner) and Red Auerbach, McHugh developed an interest in the sport of basketball in New England, a region which has traditionally preferred hockey. The perpetual sellouts in the Boston Garden of the Larry Bird era were pure science fiction to McHugh when the sport began in Boston. Attendance for the team in its first four seasons never broke an average of 5,000; in the Bill Russell years, it only reached 10,000+ twice. This was the interest level McHugh bucked as a one-man office until the late sixties.

The Celtics offices until then, when expansion, intercontinental travel, television, and the ABA brought modernization to the game, consisted of Red Auerbach, his office assistant, McHugh, and Jeff Cohen, who would eventually emerge as a key figure. Soon, Jan Volk would rise to prominence as legal counsel and later, General Manager. But until this type of differentiation took place, McHugh worked the publicity territory with indomitable



McHugh: Publicity Director for 37 Years.

table strength and a deep generosity of spirit.

"My belief is that you have to make the press' job as easy as possible," McHugh would declare late in his career. McHugh personally would intercede in conflicts between athlete and coach and the media. He would assure access because of the respect he had from the players and eventually the press came to accept and respect the Celtics, despite the single-mindedness of Auerbach, who at first was offended by the certainty the fledgling professional basketball writers purported. McHugh was a heroic figure at courtside, too; he sat at midcourt, in the pathway leading from the locker rooms beneath the loges to the interior of the sacred space of the court.

McHugh was highly visible then. He would applaud both teams with high sportsmanship when they were introduced. But when the game began, it was all Celtics. McHugh was a competitor; a former hockey player in the Olympics and at Dartmouth, he approached the game

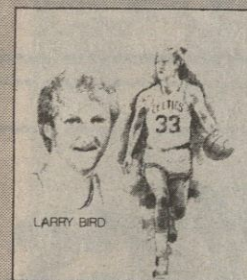
with the heart of an athlete, of a "tiger," the name he used to cheerfully address his friends in the Celtics offices. There is a photograph of the famous brawl between Auerbach and Ben Kerner of the St. Louis Hawks before Game 3 of the 1958 final series in St. Louis. Bob Cousy and Bill Sharman had thought the basket was too high during warmups and Auerbach, never terribly friendly with Kerner, his former boss, demanded the baskets be measured. Kerner took offense at Auerbach's insistent cries and Red punched Kerner in the nose. In the photograph Red is angry, a cigar clenched in his mouth, and he's in the middle of a mob. Beery and riotous. In the picture between the combatants is Howie McHugh; he was restoring order, waving Red away, his own mouth closed, his face reflecting his own insistence: the game must go on.

McHugh was a special man. His best friends included the greats like Havlicek, Cowens, Jo Jo White, Larry Joe Bird. He was a fisherman often seeking out haunts with Havlicek and Tod Rosenzweig, the Celtic Vice-President of Marketing and Communications. He maintained an ongoing correspondence with former players like Sharman and Frank Ramsey and he was an embodiment of the continuity that the Celtics organization enjoys. McHugh was a delightful story-teller, who once engaged Phil Berger of *The New York Times* in an appointment for close to four hours of stories about the team. Berger had expected ten minutes, but the length of the appointment was allotted by the Celtic PR Man because Berger was from *The Times*. The quality of McHugh was that he was encouraging to every hopeful who walked into his office, hopefuls in sports, the most glamorous and competitive of professions.

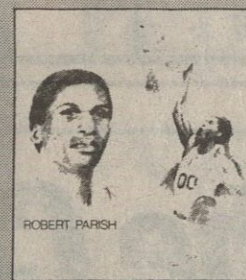
"Courtside at Boston Garden will never be the same without the familiar face and friendly smile of Howie McHugh," wrote Rosenzweig in team's media guide in 1983. "And those many of us fortunate to have called him a friend will never feel quite the same about the parquet floor, the player introductions, or (when he was standing at dignified attention during) the National Anthem. Something indefinable and irreplaceable was snatched from us when Howie McHugh died, but something just as valuable will be with us always: the memory of a smiling, giving, loving man—the Original Boston Celtic."

Howie McHugh lived the Celtics, but he had an orderly, happy family life which unfortunately wasn't spared the fates of suffering. McHugh's lovely wife Mary McHugh died in 1979 and later he lost his daughter in an automobile accident. Cancer claimed McHugh himself; the battle was long and grim and rivaled his mind and will for control during his last years. Yet, the Irish have a sound, whole way of viewing death; according to Kevin McHale, it's something like, "Death is for the dying, you must carry on, life's for the living." McHugh endlessly promoted the Celtics team. It was part of him, he believed in it, he made it a "people's team," because so much of himself was the common man. In an era of million dollar salaries and salary caps, the Celtics have retained that professional and fan interaction.

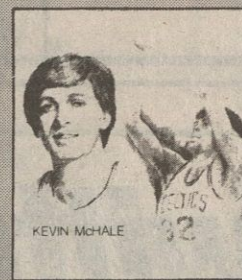
TOM HEINSOHN presents ...



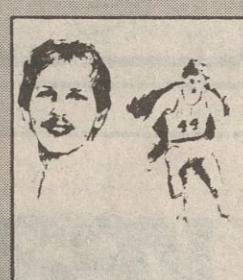
Larry Bird



Robert Parish



Kevin McHale



Danny Ainge



TOM HEINSOHN

LSC Art Productions is pleased to announce the release of a limited Edition II portfolio containing four 14" lithograph drawings of Celtics 1986 Champion basketball stars Larry Bird, Robert Parish, Kevin McHale, and Danny Ainge by former Celtics player/coach Tom Heinsohn. Each lithograph is on 100% archival Rag Paper and is hand signed and numbered by Tom Heinsohn. A certificate of authenticity will accompany each portfolio and is limited to 2500 sets. Definitely a collectors item.

The portfolio measures 11" x 14" and is available for the affordable price of:

Each Set	\$ 45.00
Mass. sales tax	2.25
postage & handling	2.50
	<u>\$ 49.75</u>

Check or money order payable to: LSC Art Productions

Sorry, no C.O.D.'s

Part of the proceeds to be donated to "USA for Africa"

Send to: LSC ART PRODUCTIONS, P.O. Box 858, Randolph, Mass. 02368 (617) 963-3065

Please send me your Limited Edition II Portfolio by Tom Heinsohn of Larry Bird, Robert Parish, Kevin McHale and Danny Ainge.

Print: Name _____
Address _____
City _____ State _____ Zip _____

Enclosed please find check or money order for \$45.00 + \$2.50 for handling & postage. Mass. residents please add sales tax \$2.25. — Sorry, no C.O.D.'s — Allow 2 to 4 weeks for delivery.



Available at **MICKEY FINN** 39 Temple Place, Boston.

MORE AND MORE OF THE NBA'S BIG GUNS ARE WIELDING A NEW WEAPON.

The Converse® Weapon™. Last year, it helped Larry Bird and Magic Johnson lead their teams to division championships. Well, the word is spreading. Because this year, it's also the choice of NBA superstars Isiah Thomas, Kevin McHale, Bernard King and Mark Aguirre. What makes the Converse Weapon so devastating? A biomechanical design that always helps you play your best. With natural rubber outsoles for traction. A shock-absorbing EVA midsole for cushioning. A unique Y-Bar System for ankle support. A removable insole and extra padded collar for comfort. And this year, the Converse Weapon is available in some dynamite new color combinations. So follow the leaders. Go to your local Converse dealer today. And choose your Weapon.



New England's Leading Automotive Parts Store! 47 Great Locations



PARTS DEPARTMENT SERVICES



ADAP® offers many additional services to the automotive Do-it-yourselfer to help do the job right. Free alternator, starter and battery testing on the premises. A complete Vehicle Information Center containing 50 free Do-it-yourself job titles. We also have available a large selection of rental tools and offer brake drum and rotor resurfacing.

LARGEST SELECTION



ADAP® stocks over 10,000 top quality, Import and Domestic replacement parts and accessories for your car, van or light truck. Expanded coverage is now available for internal engine parts, gaskets, bearings and seals, carburetors and brake parts, just to name a few. All the Parts and Smarts to get the job done right.

EXTENDED WARRANTIES



ADAP® now has an extended 5 year/50,000 mile or lifetime warranty on virtually every hard part in stock! Items like:

- Alternators
- Shock Absorbers.
- Starters
- Exhaust Parts
- Water Pumps
- Brake Parts
- Generators
- Master Cylinders
- Fuel Pumps
- Front End Components
- Distributors
- Clutch Components

EXPRESS PARTS SERVICE™



Special orders are no problem at ADAP®! In most cases, ADAP® can special order over 150,000 parts for your import or domestic car, van or light truck and have them for you within 24 to 48 hours. Need a part, See the people at ADAP®!

**PERSONAL
CHECKS
GLADLY
ACCEPTED**



ADAP™/DISCOUNT
AUTO PARTS

ALL THE PARTS & THE SMARTS™

CONVENIENT STORE HOURS
9 Am. to 9 Pm.
Monday thru Saturday
OPEN TILL 9 PM. SATURDAYS!
SUNDAYS:
Ma. stores - Noon to 6 Pm.
N.H. & R.I. Stores - 9 Am. to 5 Pm.